SEPTEMBER 21, 1959 THIRTY-FIVE CENTS

# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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PEOPLE
work – play – *LIVE*
by RADIO!

WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PINNING or primping, radio entertains and informs her —even when she can't take her eyes from the job at hand. There's no time to interrupt her daily chores for reading or viewing. Radio sells *more economically, more completely, more often.*

WHO is the big-audience radio station in Iowa. It is *aggressive, alert, alive*—and it invests tremendous amounts of time, energy and money to attract and *keep* the big audience.

**The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour surveyed—the balance being divided among 88 other stations!**

You can SELL "Iowa Plus" through WHO Radio—where you get the very best programming in the State. Ask your PGW Colonel for the details on Iowa's believable, big-audience station.

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

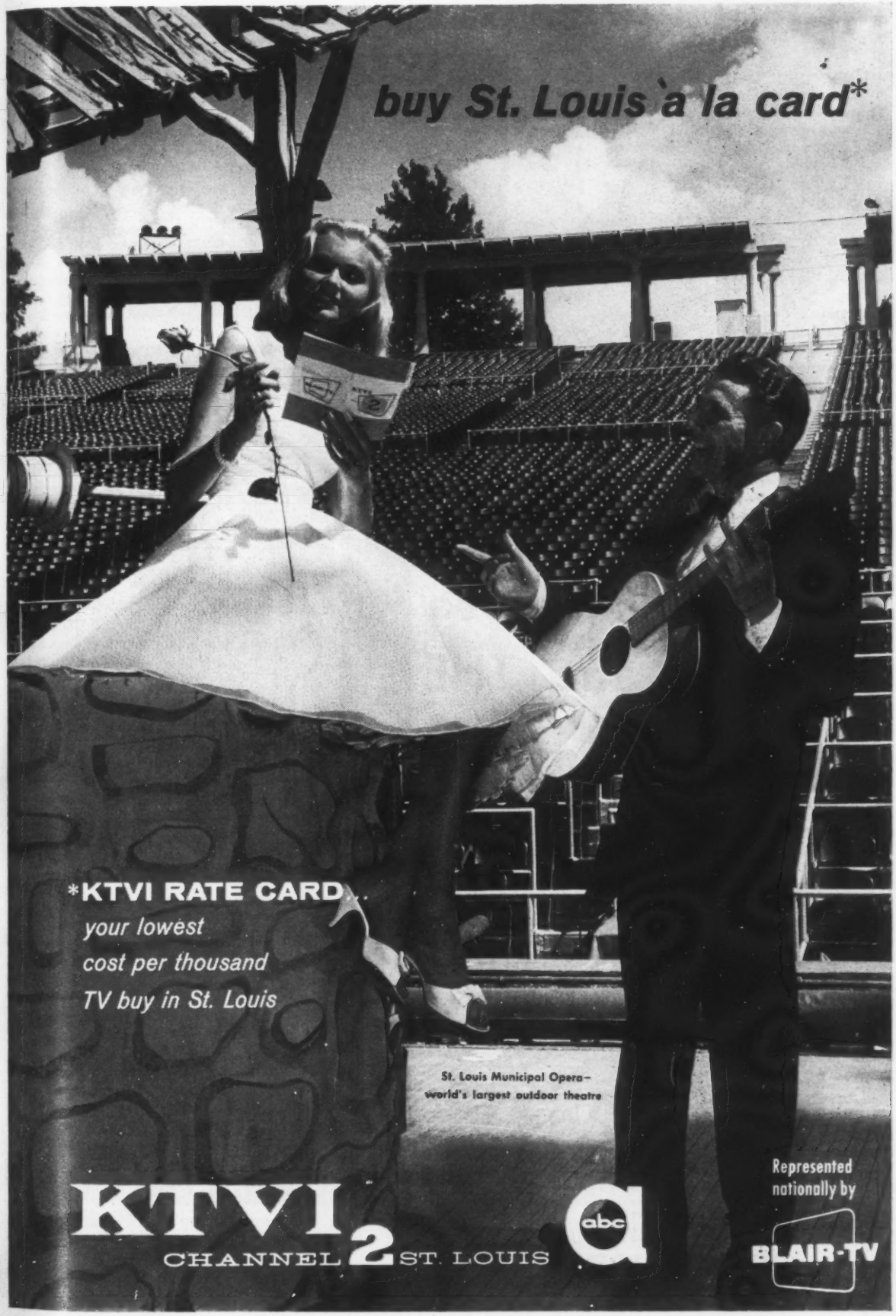
**WHO**
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager Robert H. Harter, Sales Manager

**NOT FOR HIRE**
**signs are going up everywhere for the new series starring**
**RALPH MEEKER.**

CNP

NBC Television Films—A Division of California National Productions, Inc.


buy St. Louis `a la card*
*KTVI RATE CARD...
your lowest
cost per thousand
TV buy in St. Louis
St. Louis Municipal Opera–
world's largest outdoor theatre
KTVI
CHANNEL 2 ST. LOUIS
abc
Represented
nationally by
BLAIR-TV

# take your choice ...and THE 1st is KRLD-TV

All three of the latest, nationally recognized and respected surveys* show an outstanding viewer preference for KRLD-TV, Channel 4 in Dallas. To reach the 675,000 TV Homes in the great Dallas-Fort Worth Market, choose the BONUS BUY . . . KRLD-TV. Ask a Branham man.

*Telepulse, June '59; Nielsen, July '59; and ARB, August '59

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

John W. Runyon
*Chairman of the Board*

Clyde W. Rembert
*President*

**MAXIMUM POWER** TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

# CLOSED CIRCUIT®

**Directors' merger** • As a result of protracted discussion, merger of Screen Directors Guild of America (Hollywood), Screen Directors International Guild (East Coast) and Radio & Television Directors Guild (live and taped programs and commercials) is reported to be set. One giant union will emerge covering total of about 2,500 film directors on both coasts and radio and tv directors throughout country. Move will have effect of presenting solid front by directors in negotiations with networks, stations and producers of both live and film product.

**Policy change** • If ABC-TV follows course outlined by Leonard H. Goldenson, president of parent AB-PT, in closed circuit preview of fall programs Sept. 17, it will mark major change in network program policy. Mr. Goldenson said faciliites of news and public affairs department would be expanded and first special documentary, "The Splendid American," study of U.S. foreign service, would be broadcast Sept. 27, Sunday, in prime time of 9:30-10:30 p.m. Until this season ABC-TV has made no secret of its primary concentration on entertainment type programming, paying scant attention to less salable information features.

*Mr. Goldenson, however, has not lost his commercial interest. He means to drum up support for organized effort to develop foreign markets for U.S. television programs as movies have done (see special report page 33). In next week he plans meetings with heads of major Hollywood programming companies like MCA. He's out to create tv counterpart of movies' Johnston Office which has done much to develop market for pictures abroad.*

**RWW revs up** • Radio World Wide, incorporated in June to develop national radio program service, is coming down to wire on program plans—and, apparently, there've been some changes made. Job of drawing up definite specifications has been turned over by managers of subscriber-stations (who thus far are undisclosed) to their working news directors and program managers (who have just completed this job). Details won't be announced until RWW executive committee passes on them, but reliable sources confirm that original programming blueprint has been substantially overhauled.

*Revisions in RWW program structure apparently stem from subscribers who're ex-NBC or CBS Radio affiliates, based on their first months' experience as independents. Number of entertainment programs to be offered has been cut back sharply while news, public affairs and news-related programming —which already held No. 1 priority— are being expanded further. Concept of handling also is being revised. Next executive committee meeting is to be held in October. Before then, although no date for start of RWW operations has been indicated, it's expected that screening of applicants for executive and creative posts will be started and some decisions reached on offerings from "several organizations" that would like to supply components of RWW's proposed service.*

**Better face** • It's no news that many Congressmen don't trust broadcasters to handle news properly. Some of them said so during recent floor debates on Sec. 315, and Senate has set up "watchdog" committee to "insure . . . fairness and impartiality" in radio-tv news (story page 72). But extent of this mistrust will be emphasized by Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, in speech scheduled today (Sept. 21) before Louisiana Assn. of Broadcasters. If he follows advance plans, Rep. Harris will tell broadcasters there is serious need for improvement of their image in Washington.

**Face maker** • Looming more importantly in search for executive head for Television Information Office is Ernest Lee Jahncke Jr., who recently retired as vice president and assistant to chairman of Edward Petry & Co. and prior to that was vice president of ABC. He has developed formidable support in recent days. New name reportedly under consideration is that of Eugene Carr, president of WHBC-AM-FM Canton, Ohio, owned by Brush-Moore Newspapers. Mr. Carr was formerly manager of WGAR Cleveland and was identified with Office of Censorship during last war. Still another name being discussed is that of Carl Burkland, onetime manager of CBS Spot Sales and now executive vice president of WAVY-AM-TV Norfolk-Portsmouth, Va.

*Among others whose names had been advanced but who were unavailable were: Theodore F. Koop, CBS Washington director of news, and William H. Fineshriber Jr., former network executive and more recently vice president of Screen Gems in charge of international division. Louis Hausman, CBS Radio vice president in charge of advertising and sales promotion, also has been under recent consideration.*

**Boost for Livingston** • NBC board, at next meeting Oct. 2, is expected to approve new, long-term contract of Alan W. Livingston as vice president in charge of tv programming, Pacific division, at substantial salary increase. He joined NBC in June 1956 as president of subsidiary Kagran Corp., now California National Productions, later assuming present post. Before joining NBC he was executive vice president of Capitol Records.

**Out of town** • FCC soon will face another period of below-strength operation. With Comr. T.A.M. Craven now in Geneva as chairman of U.S. delegation to International Telecommunications Conference, and with Comr. Rosel H. Hyde scheduled as vice-chairman of the Plenipotentiary Conference leaving next month, third member — Comr. John S. Cross—was scheduled to leave yesterday (Sept. 20) for Honolulu. He will be FCC participant in air-sea rescue demonstrations in Hawaii on Sept. 30-Oct. 1, and will return to Washington mid-October.

**Clear channels** • Look for appointment this week of director of Clear Channel Broadcasting Service, position that has been vacant since Hollis M. Seavey resigned early this year to assume ownership and management of WCUM Cumberland, Md. Ward Quaal, WGN Chicago, member of CCBS executive committee, interviewed select list of candidates in Washington last week. Choice probably will be made this week by executive committee whose members are E.W. Craig and John DeWitt, WSM Nashville; Harold Hough, WBAP Fort Worth; Victor Sholis, WHAS Louisville, and Mr. Quaal—who was CCBS director before Mr. Seavey.

**Study abroad** • Senate Commerce Committee, in its continuing study of foreign commerce embracing problem of competitive imports, has embarked on plan of enlisting services of U.S. citizens traveling abroad to assist in its surveys. Chairman Warren G. Magnuson (D-Wash.) last week, designated Sol Taishoff, editor-publisher of BROADCASTING, to serve as special consultant. Mr. Taishoff left Sept. 16 for Europe.

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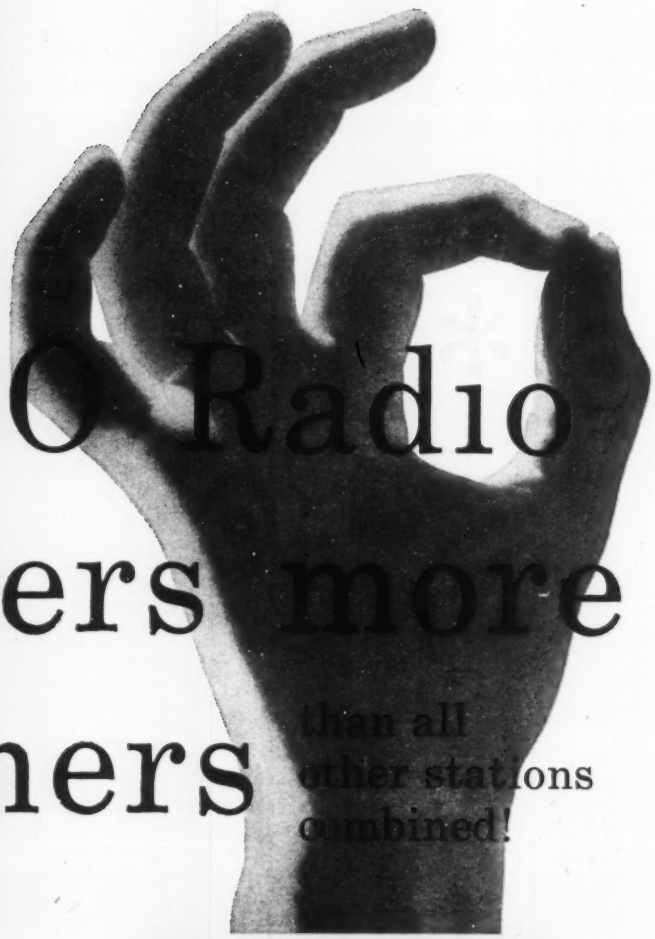

# WCCO Radio delivers more listeners than all other stations combined!

more acceptance

lowest cost/per thousand

**GOT A STORY UP YOUR SLEEVE?**

Put it to profit with 1,022,610 radio families in WCCO's 114 county basic service area in four states. Top acceptance through full-size programming. Lowest cost per thousand because WCCO Radio has more listeners than all other Minneapolis-St. Paul stations combined.

**WCCO**
**RADIO**
**MINNEAPOLIS • ST. PAUL**

The Northwest's Only 50,000-Watt
1-A Clear Channel Station
Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, Jan.—June, 1959 Station Total, 6 AM-Midnight, 7-day week.

# WEEK IN BRIEF

MR. LINDQUIST

**Television's 'nine lives'** • With the hoped-for level-off of network tv at the $130,000 hour (for awhile), producers of tv shows ought to be considering how they can cut down those costs. One way to do it, says Ketchum, MacLeod & Grove vp Lansing B. Lindquist in this week's MONDAY MEMO, is re-runs and re-re-runs of network shows. But the show has to be good and must be able to leap gracefully from selling soap (nationally) today to beer (regionally) tomorrow. Page **15.**

**Tv sets sights overseas** • Stepped up interest in foreign markets, and plans to do something about the barriers which separate U.S. tv interests from sales abroad, showed up in two areas last week. Long-nurtured plan for "Johnston Office" for tv trade takes first step with decision to hire executive secretary. ABC's Goldenson and Treyz, back from Far East swing, pledge that network's support to overseas expansion. Page **33.**

**The markets they're aiming for** • Exclusive interview with seven NBC foreign correspondents details state of television oustide the U.S. today. Page **36.**

**Personal products guide** • NAB Tv Code Review Board submits do's-and-don't's catechism for intimate items after lengthy study of commercials. Suggestions designed to elevate character of this type of advertising based on lengthy study. Page **52.**

**Spot plays duchess to duke** • New "high-filtration" Liggett & Myers Tobacco cigarette is introduced with heavy radio-tv spot saturation. Latest comer in the cigarette brand war. Page **60.**

**Radio programming pointers** • Contemporary radio is explored and its effects on a station's image analyzed in new manual prepared by George Skinner of The Katz Agency. Page **64.**

**Khrushchev 'captures' U.S. radio-tv** • Pooled telecast upon Soviet premier's arrival kicks off two-week round of intensive broadcast coverage of his historic visit. Electronic journalists invest more than $1 million in reporting the story of 'Mr. K.' Page **66.**

**Justice Dept. strikes at UA** • Government files antitrust suit against United Artists, charges acquisition of feature film assets of Associated Artists and C&C constitute lessening of competition and violate Sec. 7 of Clayton Act. Page **82.**

**ASCAP deal comes unglued** • Judge opens way for talks on new and potentially expensive ASCAP proposals for radio station music license contracts. But interim fees are brought down to lower pay formula, which is unaffected by reopening. Page **85.**

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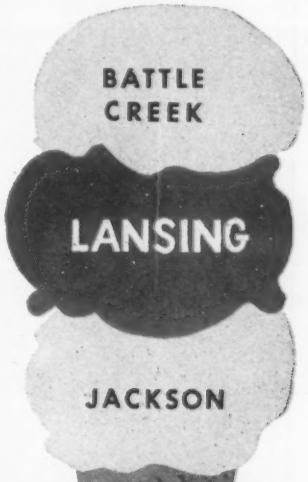
HELP YOURSELF
to a
TRIPLE SCOOP
in
MICHIGAN




*Dip in with WILX-TV! Get a generous scoop in three major metro areas — Lansing, Battle Creek and Jackson. At each point of Michigan's Golden Triangle, WILX-TV operates "live" studios, delivers city-grade signal and leads with dominant NBC programming.*

Mark These WILX-TV
MARKET FACTS:

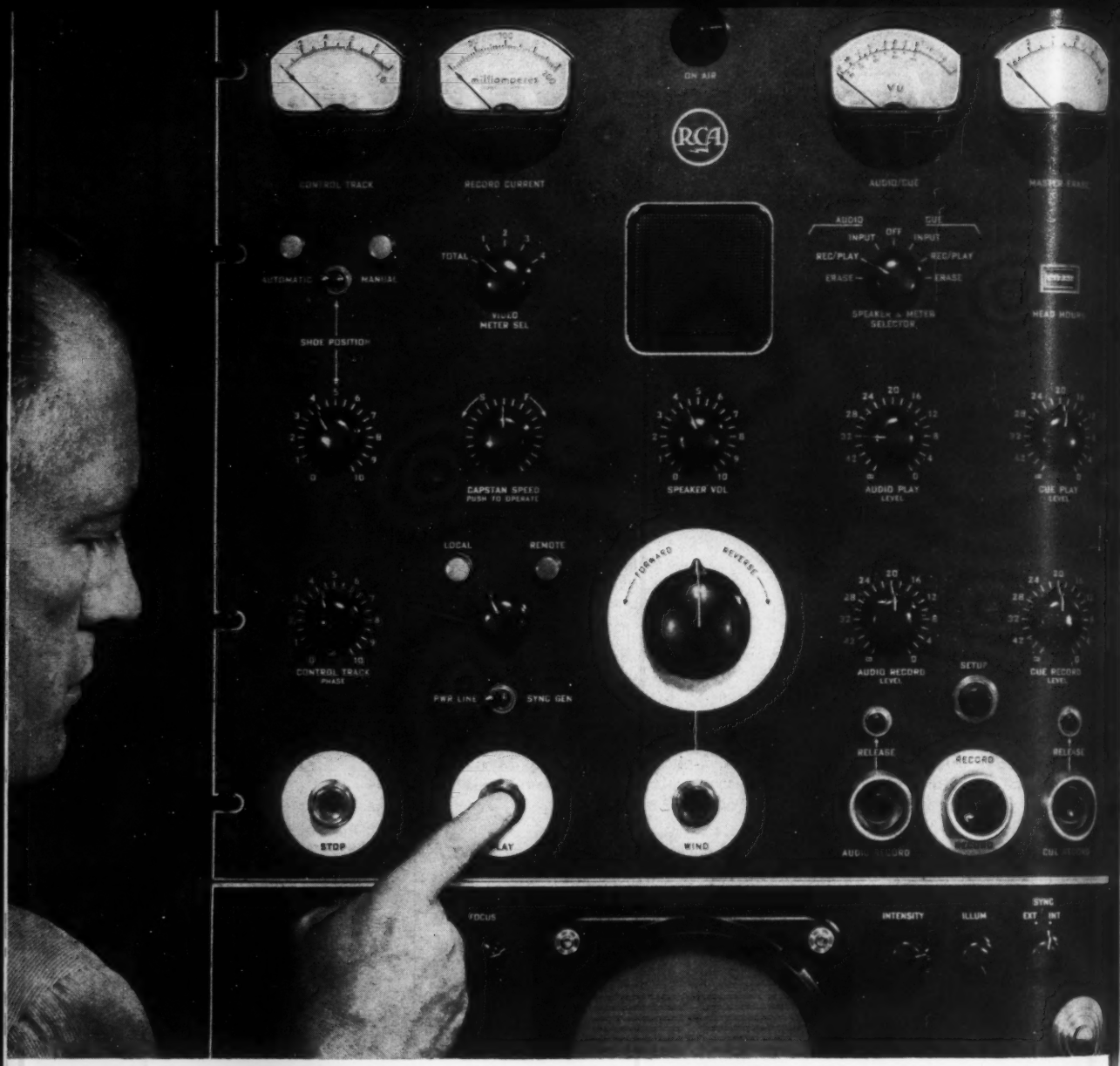
***POPULATION: 11th largest in the U.S.***
(according to SRDS Consumer Market Data)

***RETAIL SALES: 12th largest in the U.S.***
(according to Sales Management Survey of Buying Power)

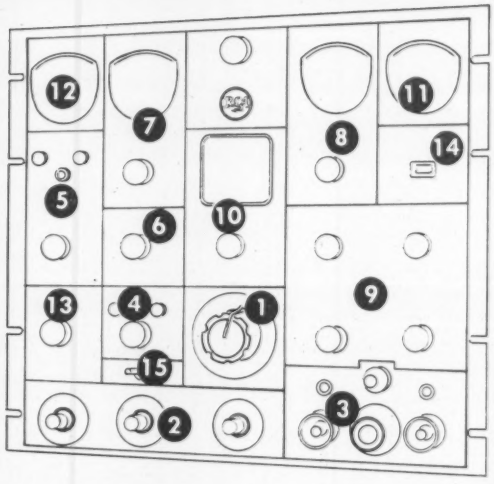
***TV HOMES: 28th largest in the U.S.***
(according to Television Age 100 Top Markets data)

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10
Associated with
WILS—Lansing
WPON—Pontiac




The central control panel of the RCA TV Tape Recorder puts all operating controls at your fingertips. Major control features are illustrated on the panel, zoned in 15 areas as follows: (1) Variable Speed Rewind; (2) Single Control Playback; (3) Independent Control of Video, Audio and Cue Record; (4) Local-Remote Operation; (5) Automatic Shoe Position Control; (6) Capstan Speed Control; (7) Video Head Current Indication; (8) Multi-Purpose Meter/Speaker Selector; (9) Independent Audio/Cue Record and Playback Level Controls; (10) Built-In Monitoring Speaker, and Speaker Volume Control; (11) Master Erase Current Meter; (12) Control Track Current Meter; (13) Control Track Phase Adjustment; (14) Head Hour Meter; (15) Sync Selector.




*ASK ABOUT THE OTHER VITAL REASONS WHY IT PAYS TO "TAPE IT RCA"!*

Tmk(s) ®

ANOTHER WAY
RCA SERVES
BROADCASTERS
THROUGH
ELECTRONICS

# 15 features at your fingertips... with RCA TV TAPE CONTROL CENTRAL

*All operating controls on a single 19" x 17" panel!*

**1 Variable Speed Rewind**
Fast forward, fast reverse. Rewinds 90 minute reel in 4½ minutes. Rapid cue any point on tape. Tape speed can be varied until audio or cue channels become intelligible.

**2 Single Control Playback**
A single push button activates playback functions. Automatically stops at the end of the tape. A stop button is provided for manual operation.

**3 Independent Control of Video, Audio and Cue Recording**
A set-up switch activates all electronics, placing the recorder in operation without running tape through. This enables operators to checkout circuitry prior to recording or playback.

**4 Local-Remote Operation**
Selector switch delegates basic record/playback functions for local or remotely controlled operation.

**5 Automatic Shoe Positioning**
The tape shoe position is automatically controlled during playback to prevent skewing effects. In the record mode, operation is electrically switched to *manual*—head-to-tape pressure can be adjusted using calibrated dial.

**6 Capstan Speed Control**
Manual override of normal operating speed to permit synchronization of two machines.

**7 Video Head Current Indication**
Switchable to indicate recording current in each of the four heads or total current in the head assembly. Permits quick diagnosis of performance during recording.

**8 Multi-Purpose Meter/Speaker Selector**
Provides instantaneous check of input, record and play functions, and erase in either audio or cue channels.

**9 Independent Audio/Cue Record and Playback Level Controls**
Standard RCA broadcast audio amplifiers associated with these controls are interchangeable.

**10 Built-In Monitoring Speaker, and Speaker Volume Control**
For monitoring audio or cue channel input, record or playback output. Built-in RCA BA-24 Broadcast Monitoring Amplifier will also drive external speaker.

**11 Master Erase Current Meter**
Shows master erase circuit is operating by indicating current in master erase head.

**12 Control Track Current Meter**
Provides continuous indication of current in servo-control track head.

**13 Control Track Phase Adjustment**
Dual control provides coarse and vernier adjustments. Coarse adjustment is for slipping any of the four heads on to any given recorded track. Vernier adjustment is for centering the heads precisely on that track.

**14 Head Hour Meter**
Indicates number of hours on video heads during *actual* recording and playback.

**15 Sync Selector**
For locking equipment to power line or local sync generator.

*Such outstanding operating features assure the most efficient utilization of television tape equipment, reducing operating and maintenance costs. And there are many other reasons why RCA TV Tape Equipment will prove right for your requirements. So don't settle for less than the best. See your RCA Representative, or write to RCA, Dept. YD-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.*

**RADIO CORPORATION of AMERICA**

BROADCAST AND TELEVISION EQUIPMENT · CAMDEN, N. J.

DAN DAILEY

THE FOUR JUST MEN

JACK HAWKINS

RICHARD CONTE

VITTORIO DE SICA

CHECK YOUR MARKET TODAY!

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

**A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS**
**(*Indicates first or revised listing)**

Sept. 21—AP Radio & Tv Assn.'s board of directors annual meeting, AP Bldg., 50 Rockefeller Plaza, New York.

Sept. 21-22—Louisiana Assn. of Broadcasters, Frances Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, Charles H. Tower, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting" and Fred A. Palmer, Worthington, Ohio, sales consultant, on "Put Your Best Foot Forward."

Sept. 21-23—Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

*Sept. 22—Special preview of "Television '59-'60," live closed-circuit telecast produced by TV Guide, will be presented from New York's Sales Executives Club at Hotel Roosevelt, highlighting top network executives and personalities, 11:15 p. m. (EDT). Among executives: Oliver Treyz, ABC-TV; James T. Aubrey Jr., CBS-TV, and Walter D. Scott, NBC-TV. Personalities: Dick Clark, Arthur Godfrey and Jack Paar. Joining in closed-circuit, besides N. Y. Sales Executives Club, will be Broadcast Advertising Club of Chicago (at Sheraton Towers) and Cleveland Advertising Club.

Sept. 22—NAB Board Convention Committee, Conrad-Hilton Hotel, Chicago.

Sept. 22-24—Electronic Industries Assn. fall conference, Hotel Traymore, Atlantic City, N.J.

Sept. 23—Comments due on FCC proposals to add vhf channels to Fresno, Bakersfield and Sacramento-San Francisco. Reply comments due Oct. 8. Dockets 11759 (Fresno-Bakersfield) and 12946 (Sacramento-San Francisco-Reno).

Sept. 23-24—CBS Radio Affiliates Convention, Waldorf-Astoria, New York.

Sept. 23-26—National Sales Executives-International sales-marketing congress, Berlin, West Germany.

*Sept. 24—NAB Television Film Committee, Plaza Hotel, New York. New NAB Associate Member Film Distributor's Liaison Group will meet with committee.

Sept. 24-26—AFA 10th District convention, Hotel Texas, Fort Worth.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Sept. 25-26—North Dakota Broadcasters Assn., Valley City.

Sept. 25-26—Ninth annual Broadcast Symposium, Institute of Radio Engineers and American Institute of Electrical Engineering, Willard Hotel, Washington.

Sept. 26-27—American Women in Radio & Television, southwestern conference, Shamrock Hotel, Houston.

Sept. 27-29—Assn. of Independent Metropolitan Stations, Hotel Roosevelt, New York.

Sept. 28—Start of eight-week workshop series sponsored by Chicago Federated Adv. Club and Women's Adv. Club of Chicago. Nine different clinics are scheduled in such areas as radio-tv, copywriting, publicity and public relations, production, marketing and merchandising, media, art and layout, direct mail and industrial advertising. Tuition for 1959 advertising workshop is $22.50 for single eight session clinic in each category; additional clinics, $5 each. Advance registration being handled at CFAC headquarters, 36 S. Wabash Ave. Lee Ahlswede, vice president of The Buchen Co. (agency), is general workshop chairman.

Sept. 28-30—Board of Broadcast Governors holds public hearings on new broadcasting station applications and power increases at Board of Transport Commissioners Hearing Room, Union Station, Ottawa.

Sept. 29—Wisconsin Fm Clinic, fourth conference, Center Building, U. of Wisconsin, Madison.

Sept. 29-Oct. 3—Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

Sept. 30-Oct. 1—Illinois Broadcasters Assn. annual meeting, St. Nicholas Hotel, Springfield.

Sept. 30-Oct. 2—National Assn. of Broadcast Employes & Technicians, constitutional convention, Sheraton-Blackstone Hotel, Chicago.

**OCTOBER**

Oct. 1—Oral argument before FCC on protest by Philco Co. against license renewals of WRCV-AM-TV Philadelphia, owned by NBC. Philco claims RCA-owned stations are unfair competition since stations are identified with RCA, a competitor to Philco in the radio-tv and appliance fields. Docket No. 13,085.

Oct. 2-5—National Sales Executives-International, board of directors meeting, Roosevelt Hotel, New York.

Oct. 3—AP Broadcasters of Virginia, John Marshall Hotel, Richmond.

Oct. 3—AP Broadcasters of Ohio, Press Club of Ohio, Columbus.

Oct. 4-6—AFA 7th District convention, Roosevelt Hotel, New Orleans, La.

Oct. 5-7—Institute of Radio Engineers' fifth national Communications symposium, Hotel Utica, Utica, N.Y.

Oct. 5-9—Society of Motion Picture & Television Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, Audio Engineering Society, Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 6-8—Conference on Radio Interference Reduction, auspices IRE, Signal Corps and Armour Research Foundation, Museum of Science & Industry, Chicago.

Oct. 6-11—Hearings on tv quiz show investigation by House Legislative Oversight Subcommittee, New Office Bldg., Washington.

Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 8—International Workshop, Assn. of National Advertisers, Savoy-Hilton Hotel, New York.

Oct. 8-9—Advertising Federation of America third district (North Carolina, South Carolina, West Virginia), Poinsett Hotel, Greenville, S.C.

Oct. 8-10—Alabama Broadcasters Assn. fall meeting, U. of Alabama.

Oct. 9-10—Indiana Broadcasters Assn., French Lick, Ind.

Oct. 9-10—North Carolina Assn. of Broadcasters and American Women in Radio & Television, fall meeting and area conference, respectively, Sedgefield Inn, Greensboro.

Oct. 9-11—New York State members of American Women in Radio & Television conference, Otesaga Inn, Cooperstown.

Oct. 10—Ohio Assn. of Broadcasters, Athletic Club, Columbus.

Oct. 12-14—National Electronics Conference, Hotel Sherman, Chicago.

Oct. 12-15—National Electronics Conference,

# Mitch and Robin

## ...which one's among the TOP 10 IN AMERICA?

Here indeed are two MUSIC MEN—each a leader in his field. Just as Mitch Miller has his enthusiastic fans, WKMH's Robin Seymour has an immense and loyal following. Robin was recently named one of the top 10 radio personalities in America. Why not let Mitch and Robin make sweet music for *YOUR* sales in the rich Detroit market?

**THE MITCH MILLER SHOW, SUNDAY, 7:10 P.M.**

**"BOBBIN' WITH ROBIN"... DAILY AND SUNDAY**

# BOTH ON WKMH

**CBS RADIO IN DETROIT**

*Represented by*

Edward Petry & Co., Inc.

*The Original Station Representative*

THE BIGGEST SHOW IN WEEKEND RADIO!

STARRING

LOUIS NYE
OF "STEVE ALLEN SHOW"

LOUIS QUINN
"ROSCOE," ON "77 SUNSET STRIP"

JIM BACKUS
"MR. MAGOO"

ON

KLAC-57

VARIETY RADIO

LOS ANGELES

9:00 AM TO 6:00 PM EVERY SAT & SUN

ENJOY "TOPS IN NON-FRANTIC POPS" ON THE NATION'S NO. 1 PERSONALITY STATION

MORTIMER W. HALL, PRESIDENT • RICHARD WESTMAN, VICE PRESIDENT • MORTON SIDLEY, GEN. SALES MANAGER • REPRESENTED NATIONALLY BY: ROBERT E. EASTMAN & CO., INC.

15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

*Oct. 13—Massachusetts Broadcasters Assn., University Club, Boston.

*Oct. 15—Regional MBS affiliates (Mid-Atlantic and Northeast) meeting, Philadelphia.

Oct. 18-21—Western Regional Convention, American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

*Oct. 19-22—RCA television studio equipment seminar, including tape recorder, color tv, transistorized switching, cameras, new projectors. RCA Bldg. 2-1, Camden, N. J.

Oct. 22-23—Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 22-23—Kentucky Broadcasters Assn., fall meeting, Phoenix Hotel, Lexington.

Oct. 23-25—Midwest conference, Women's Adv. Clubs, Milwaukee.

*Oct. 24—AP Radio & Tv Assn. of Wisconsin, Madison.

*Oct. 24-26—National Educational Tv & Radio Center, annual meeting of etv station managers, 10 Columbus Circle, New York.

*Oct. 27-30—National Assn. of Educational Broadcasters, annual convention, Hotel Sheraton-Cadillac, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by Professional Group on Electronic Devices, Institute of Radio Engineers, Shoreham Hotel, Washington.

Oct. 29-31—New Jersey Broadcasters Assn., fall meeting, Nassau Inn, Princeton.

### NOVEMBER

*Nov. 1—Annual Edward Petry & Co. promotional seminar, for promotion, research and merchandising executives of Petry-represented radio and tv stations. Starts 3 p.m. Petry Suite in Warwick Hotel, Philadelphia (in conjunction with Broadcast Promotion Assn. convention).

Nov. 2-4—Broadcasters Promotion Assn. convention, Warwick Hotel, Philadelphia. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, Tv Guide. Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

Nov. 4-5—Eastern Annual Conference, American Assn. of Advertising Agencies, Biltmore Hotel, New York. Seven specialized workshops and management events are scheduled.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.

Nov. 8-11—Annual fall meeting, Assn. of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 9-10—Institute of Radio Engineers, radio fall meeting. Syracuse Hotel, Syracuse, N.Y.

### NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton-Towers Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

### RADIO ADVERTISING BUREAU REGIONAL MANAGEMENT CONFERENCES

Sept. 21-22—Mark Thomas Inn, Monterey, Calif.
Sept. 24-25—Harvest House of Boulder, Colo.
Sept. 28-29—The Villa Moderne, Deerfield, Ill.
Oct. 5-6—St. Clair, Inn and Country Club, St. Clair, Mich.

St. George made things happen in Macedonia . . . and

# WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN is the only radio station in Philadelphia broadcasting up-to-the-minute traffic reports directly from our own helicopter. These authoritative, on-the-spot reports of traffic conditions are broadcast by Philadelphia Police Department traffic experts. In Public Interest—and in Sales—WPEN Makes Things Happen In Philadelphia.

## WPEN

Represented nationally by **GILL—PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

**CONSOLIDATED SUN RAY STATIONS**
**WPEN**, *Philadelphia* . . . **WSAI**, *Cincinnati* . . . **WALT**, *Tampa*

*Huge irrigation canal carries vital water to land in Modesto area*

● Modesto, in the heart of Inland California irrigated by mountain water, thrives under sunny skies. About 90 percent of Modesto's Stanislaus County farms are irrigated, which gives the county this record in the nation: first in peach production, second in dollar value of dairy products sold, fourth in number of cattle and calves on farms, fourth in turkey raising and fifth in grapes harvested.

This is typical of the Beeline area, which contains 3 of the top 5 agricultural counties in the nation, including Fresno, the leader, Kern and Tulare.

Get your message into the Modesto area and throughout Inland California and Western Nevada with the Beeline. As a group, they give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand. (Nielsen & SR&D)

**McClatchy Broadcasting Company**

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

## MONDAY MEMO

*from* **LANSING B. LINDQUIST,** *vice president, Ketchum, MacLeod & Grove, New York*

# Stability in tv costs is possible now

To hear an agency man moan in a MONDAY MEMO about the high cost of television certainly isn't newsworthy. It usually brings the prompt rebuttal that we in the agencies, with our high-handed insistence on the same small group of talent, the same small group of writers, the same dependable studio and production crews, have brought about these high costs.

It is certainly true that the law of supply and demand has come to bear more expensively on television than on most other branches of advertising or show business. And it would follow that the world's largest advertising medium would demand the world's highest prices.

Agency men and advertisers firmly agree with that and wonder what to do to make the spiral stop spinning upward, or at least slow down. Long ago it began to be impossible to rob Peter to pay Paul, to pull funds out of radio and newspapers and magazines to support rising television costs. The television costs simply exhausted Peter's pocketbook and created an advertiser's dilemma: now that television is absolutely indispensable to our corporate economy, how in the world can we afford it?

**The Plateau Is in Sight** • I believe there is hope in expecting some considerable stability in time costs and in the size of networks. When the television universe reaches toward 45 million homes, there is reason to believe the seven-league-boots period of growth is past and more normal expansion is the order of the day. It would seem, therefore, that the gross network hour will plateau, for a while at least, at about $130,000-$135,000.

With three of these $130,000 hours fighting it out tooth and nail nearly every evening of the week this fall, it would follow that there is very little hope that talent costs will go down. Most of us can remember when the battle was between the station-relations men; the network with the longest line-up got the most audience. Now that ABC-TV has emerged as a full-fledged competitor, the battle is quite simply between the writers, producers and programmers. And because program budgets tend to be equated with quality (imagination is no longer a pure substitute for money; it helps, but it will not replace it) they tend to continue upward. We over-use the same people, for safety's sake. We cannot afford to experiment. It is ridiculous to slough over the fact that we must reach the largest possible audience, simply because the medium is geared to these numbers.

There are some experimenters, thank heaven, but far too many programmers grow steadily toward the great middle ground of mass appeal, which is often more mediocre than not. After all, mediocre means just what it says—a middle ground, a mean, an average. It does not mean inferior. It especially does not mean superior!

**Superior Results in Longevity** • Still, the more superior the product, the more longevity it has and the less expensive it becomes as a result. Heaven only knows how many times Lucy Ricardo has been set aboard the *Ile de France*, or how many times the Ricardos have encountered their distant cousin Ern, or how many million laughs in the "cume" on the Lucy repeats could have been tallied. The Lucy shows are classic examples of superior television craftsmanship and they may never run out of steam.

All this is to hope that producers, especially on filmed shows, will take the long, long view and make shows so good that they will work for a dozen repeats for a hundred sponsors. The eighth rerun ought to be as useful as the first; the result will be that all the runs, including the first, could be a little less expensive for everyone involved.

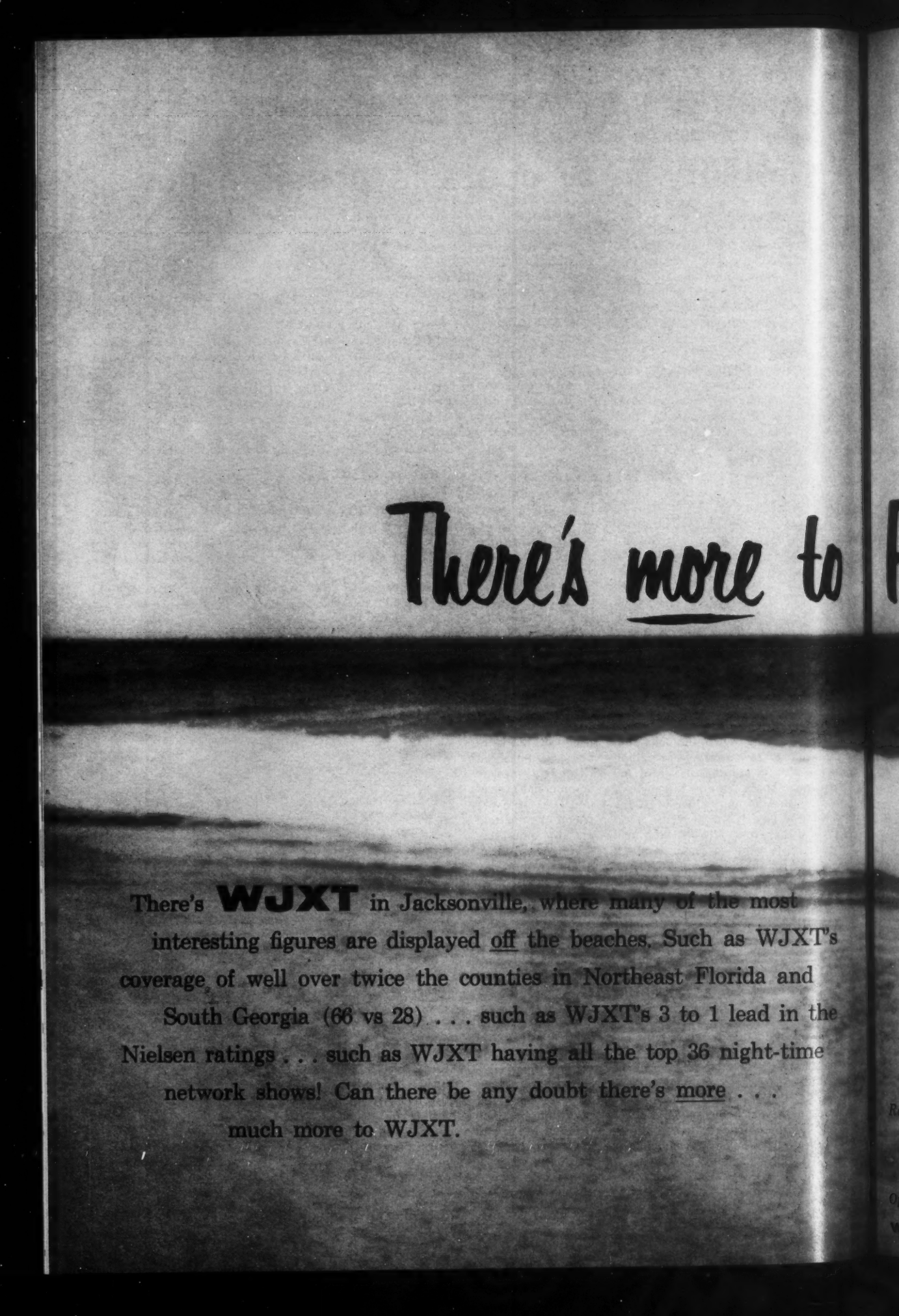
This means the producer needs to be careful about the long-range commercial utilization. A brewer friend of mine told me the other day that he wished television would lay off the tavern industry. Said he, "In most of the cloak-and-dagger shows, the bad guys always get together in a tavern to play their skulduggery." This may not seem important to the average viewer, but there are 234 brewers in this country and a good 90% of them use television in some manner. My friend uses first-run syndication material now, but could change to repeats (first run off the network, to be more polite about it) if they offered an ingredient he wanted.

**Regional Potential Is Large** • The beer people are an extreme example, but there are many others almost equally large; almost network, but not quite. Gasoline companies, large public utilities, regional dairies, are only a few. The best shows, sensational on the network the first time out, can continue to whirl around their successive runs like dervishes, making money, sales and friends for all their sponsors, if we're careful at the outset.

I don't quite know who "we" are, charged with the responsibility to make sure a show continues to be useful in all its several incarnations. Certainly the producer has the first financial interest. It may be a dream to hope that first run costs will go down because such carefully produced subsequent runs are possible. It is probably naive to hope so. But this kind of foresight only builds quality into the first run, too, so it is a harmless dream at worst and naivete that tends to raise network ratings and lower cost-per-thousand, if not actual costs.

Lay your nefarious little plots in the alley, boys; the second run may be a large regional beer.

*Lansing B. Lindquist, b. July 3, 1910, at Spirit Lake, Iowa. Educated Drake U., Des Moines. Was in radio programming at WHO, KSO and KRNT, all Des Moines. Joined Ketchum, MacLeod & Grove in Pittsburgh in 1951 and served as radio-tv director until he left in 1956 to take post of vp and associate tv director at McCann-Erickson, N.Y. At KM&G, he organized NCAA football, professional football and national political convention sponsorship for Westinghouse Electric. Early this month, he rejoined KM&G as vp with general responsibility for all broadcast and media activities. His wife is former Kay Wanner, traffic manager, NBC's* Army Hour *during World War II.*




There's **WJXT** in Jacksonville, where many of the most interesting figures are displayed off the beaches. Such as WJXT's coverage of well over twice the counties in Northeast Florida and South Georgia (66 vs 28) . . . such as WJXT's 3 to 1 lead in the Nielsen ratings . . . such as WJXT having all the top 36 night-time network shows! Can there be any doubt there's more . . . much more to WJXT.

Florida...
WJXT 4
JACKSONVILLE, FLORIDA
Represented by CBS Television Spot Sales
Operated by The Washington Post Broadcast Division:
WJXT Channel 4, Jacksonville, Florida WTOP Radio Washington, D.C. WTOP-TV Channel 9, Washington, D.C.

# PEDESTAL

TELEVISION is virtually all things to most Americans—teacher for the intellectually curious, boon for the spectator sportsman, nirvana for the shut-in, whipping boy for the snide, frigate for the vicarious traveller. It's a love-story in the early afternoon, a nursery in the late, a news bulletin anytime. It's a walk in the park, forum for the thoughtful and microscope slide for political candidates. It's an empathetic counsellor, a weather report, a shot in the dark and a trek across hostile Indian country. It's jazz at the Philharmonic and a Verdi opera.

And yes, to some, unfortunately, it can be too many spots back-to-back, or a quiz show with omniscient contestants; to others, a tired old Class B movie in place of creative local programming and public service.

To us, television is a medium with endless vistas and inherent responsibilities. We try to meet those responsibilities wholeheartedly and with imagination. Our audiences—and the number and calibre of our clients—give us reason to believe we are achieving that goal.

*Responsibility in Broadcasting*

THE CORINTHIAN S

**KHOU-TV**
HOUSTON (CBS-TV *Spot Sales*)
**KOTV**
TULSA *(Petry)*
**KXTV**
SACRAMENTO *(H-R)*
**WANE-TV**
FORT WAYNE *(Petry)*
**WISH-TV**
INDIANAPOLIS *(Bolling)*
**WANE-AM**
FORT WAYNE *(Petry)*
**WISH-AM**
INDIANAPOLIS *(Petry)*

lcasting
AN STATIONS

# OPEN MIKE

### Joseph Stone's mailbag

EDITOR:

Thanks for your excellent treatment of my MONDAY MEMO (page 29, Aug. 31, "How often must your change radio copy?").

The flood of mail I've received from stations, advertisers and agency people was surprisingly large.

I've also had many requests for copies of the article.

*Joseph Stone, Vice Pres.*
*J. Walter Thompson Co., N.Y.*

### Dividing men from boys

EDITOR:

Now that I have retired from active broadcasting, I'd like to tell you how I used BROADCASTING in conducting secret tests over several years—both at WFLA Tampa and KABQ Albuquerque.

I kept current issues of three magazines on my office table, one a pictorial weekly, one a weekly fiction magazine and BROADCASTING. I watched my boys to see which turned to BROADCASTING and which picked up either of the other two in their spare moments. Do you know, the most valuable man invariably picked up BROADCASTING? And I'll admit I gave them the breaks.

But here's the point that will interest you. Of the boys who turned first to BROADCASTING, one is now a CBS vice president, one is owner-manager of a New Mexico station, two manage top stations in Florida, one manages a station in California and two announcers have advanced to the positions of program directors at two of New York City's largest stations.

No question about it, BROADCASTING helped me separate the men from the boys—and the men have gone places.

*Bert Arnold*
*Clearwater, Fla.*

### Colorado tv too

EDITOR:

In the Sept. 7 issue, page 43, there is a story about the introductory campaigns in Minnesota and Colorado for Maryland Club coffee in which it is stated that in the Colorado campaign no tv advertising will be used. . . . Maryland Club uses spot television consistently in every market where it promotes and Colorado is no exception. . .

*Clay W. Stephenson*
*Clay Stephenson Assoc.*
*Houston, Tex.*

### Deejay 'confession'

EDITOR:

Probably because I'm not dishonest enough to become involved in "booze, broads and bribes" ("Payola," page 35, Aug. 31), I'm no longer a d.j. myself . . . The implication, however, that this "payola" thing is running rampant is not necessarily fact. I'm sure, though, it does exist.

I, too, was approached while dj'n at a kilowatt fulltimer in California's Mojave desert back in '56 by one female artist who, though no money was involved, did make a personal "invite" to her chalet-of-sorts in Las Vegas where I'd be welcome any time. I often wondered after that how many "buddies" I'd have run into had I gone over there. (Her record was never a hit and, in fact, I never heard the name afterwards.) She was as brazen (and beautiful) as they come!

On the other hand, sometime back in late summer of '54 while dj'n at a "coffee pot" in West Texas, a gentleman was escorted into my control room handing me a copy of "I Don't Care if the Sun Don't Shine." He meekly and humbly, without much tact, endeavored to explain his desire that I play it if it so pleased me and with all the graciousness he possessed departed forthwith. His name was Elvis Presley. The record was a Sun Label. I'd heard of neither one, but he so impressed me with his humility I wore the record out shortly thereafter . . .

*John Arthur*
*St. Paul, Minn.*

### WAFM (FM) is in Miami

EDITOR:

While leafing through BROADCASTING (Aug. 31, page 68), I noticed with keen interest that WAFM is owned by that enterprising tycoon, S. I. Newhouse. Speaking for the staff of WAFM, I can only say that we are not. WAFM is an independent fm station owned and operated by the Bayfront Broadcasting Corp.

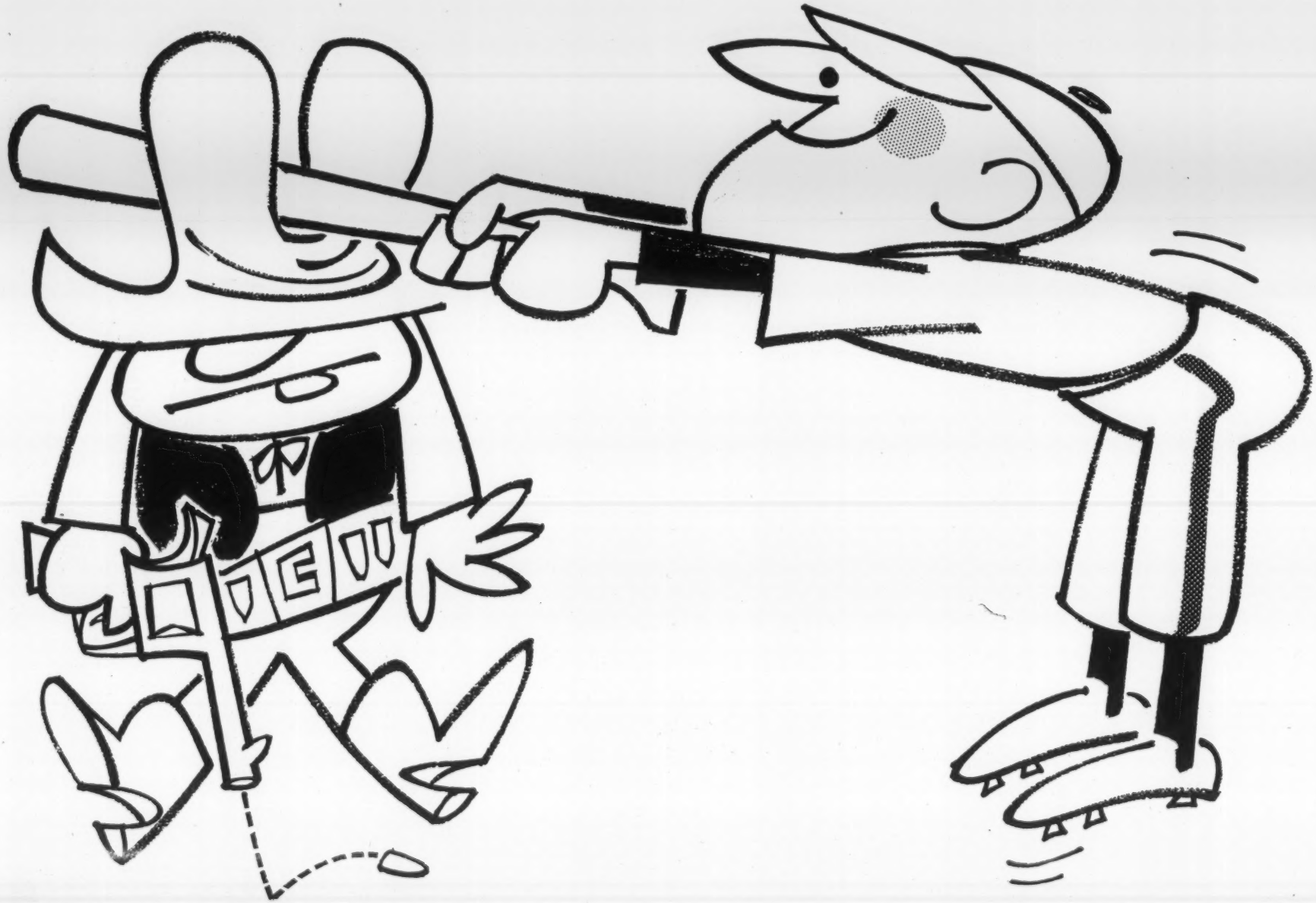
*Richard L. Lapidus, Pres.*
*WAFM (FM) Miami, Fla.*

**[EDITOR'S NOTE: Mr. Newhouse gave up the WAFM (FM) call at Birmingham Sept. 28, 1958, substituting WAPI-FM. It had been used there 12 years. We regret that an outdated station call list was used in writing the story about Mr. Newhouse expanding his publishing interests.]**

**BROADCASTING**

**SUBSCRIPTION PRICES:** Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

**SUBSCRIPTION ORDERS AND ADDRESS CHANGES:** Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.



# SOCKO!!!

**Even the marshall bit the dust on the night of August 15th! The night that WGN-TV telecast the game between the Chicago White Sox and the Kansas City Athletics. / This illustrates again how WGN's policy of programming for Chicagoans pays off in top audiences — a policy which continues to bring results to our advertisers.**

| TIME: 9:00—10:00 P.M. (ARB Rating) | |
|---|---|
| WGN-TV | 20.3 |
| Network X | 16.2 |
| Network Y | 7.1 |
| Network Z | 3.7 |

| TIME: 10:00—11:00 P.M. (ARB Rating) | |
|---|---|
| WGN-TV | 19.6 |
| Network X | 13.2 |
| Network Y | 6.5 |
| Network Z | 3.7 |

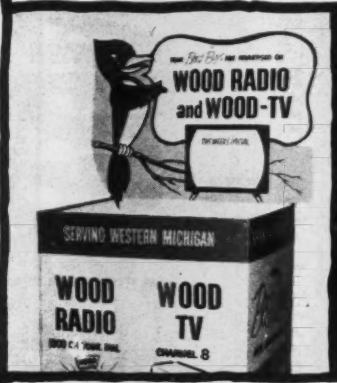
**WGN-TV**

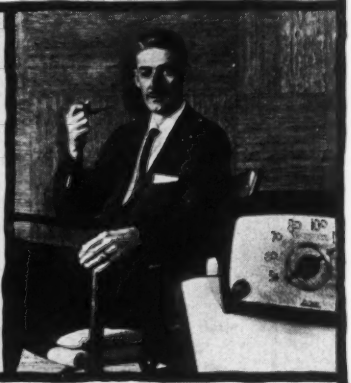
**CHANNEL 9**

*441 N. Michigan Avenue • Chicago 11, Illinois*

# Picture Q*

*What's your WOODquotient?



What's the secret of moving goods in Greater WOODland?
RANTING MERCHANDISING HYPNOTIZING

(Shelter empty fast with WOOD-AM's aggressive merchandising aids: WOOD-bundle, Grocery-Drug Bulletin and personal broker or distributor calls)

Ahem! Regarding adult audience, surmise if you can to what extent WOOD-AM leads those ... ah ... "other" stations during ante-meridian hours. 20% 30% 40%

(WOOD-AM's average morning adult audience is 40% greater than the second station, 82% greater than the third station)*

Would you believe it, this radio newsman ...
IS AIRING EDITORIALS HAS A COLD
THINKS FOR HIMSELF

(All three, but WOOD-AM's Dick Chernon gives the only local editorials in Western Michigan)

How does WOOD-AM's power compare with other Grand Rapids stations?
SECOND-BEST EQUAL HIGHEST

(WOOD-AM's 5,000-watt tower of power makes it stronger than all five other stations combined!)

***How to rate your WOODquotient:***

0 right—Edison had his setbacks, too
1-2 right—Maybe you'd do better with a Rohrschach test
3 right—Good! Now send us your schedule
4 right—Obviously you're a Katz man

*WOOD-AM is first—morning, noon, night, Monday through Sunday
March '59 Pulse Grand Rapids—5 county area

**WOOD AM TV**

**WOODland Center, Grand Rapids, Michigan**

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.



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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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ASSOCIATE EDITOR ..... Harold Hopkins
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* Reg. U. S. Patent Office

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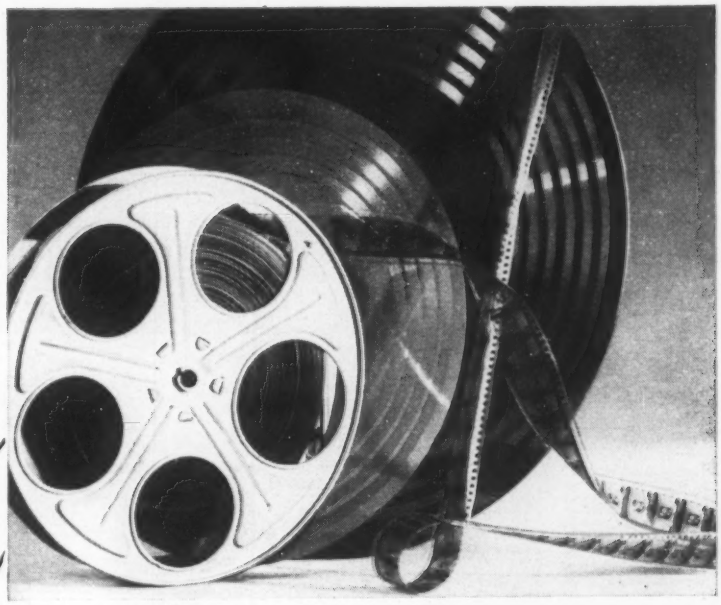


*When you gotta get the show on the road . . .*

SHIP BY
GREYHOUND®
PACKAGE EXPRESS

# IT'S THERE IN HOURS... AND COSTS YOU LESS!

## 24 HOUR SERVICE...7 DAYS A WEEK... HOLIDAYS TOO!

Your packages go anywhere Greyhound goes...and Greyhound goes over a million miles a day! That means faster, more direct service to more areas, including many places not reached by other public transportation.

Packages get the same care as Greyhound passengers...riding on dependable Greyhound buses on their regular runs. And you can send C.O.D., Collect, Prepaid—or open a Charge Account.

**Call your nearest Greyhound bus station or write to Greyhound, Dept. B9, 5600 Jarvis Ave., Chicago, Ill.**

## THE PGW COLONEL SAYS:

*"The facts of Spot Broadcasting*
*are often its best salesmen–*
*but a lot of the best people*
*don't know the facts."*

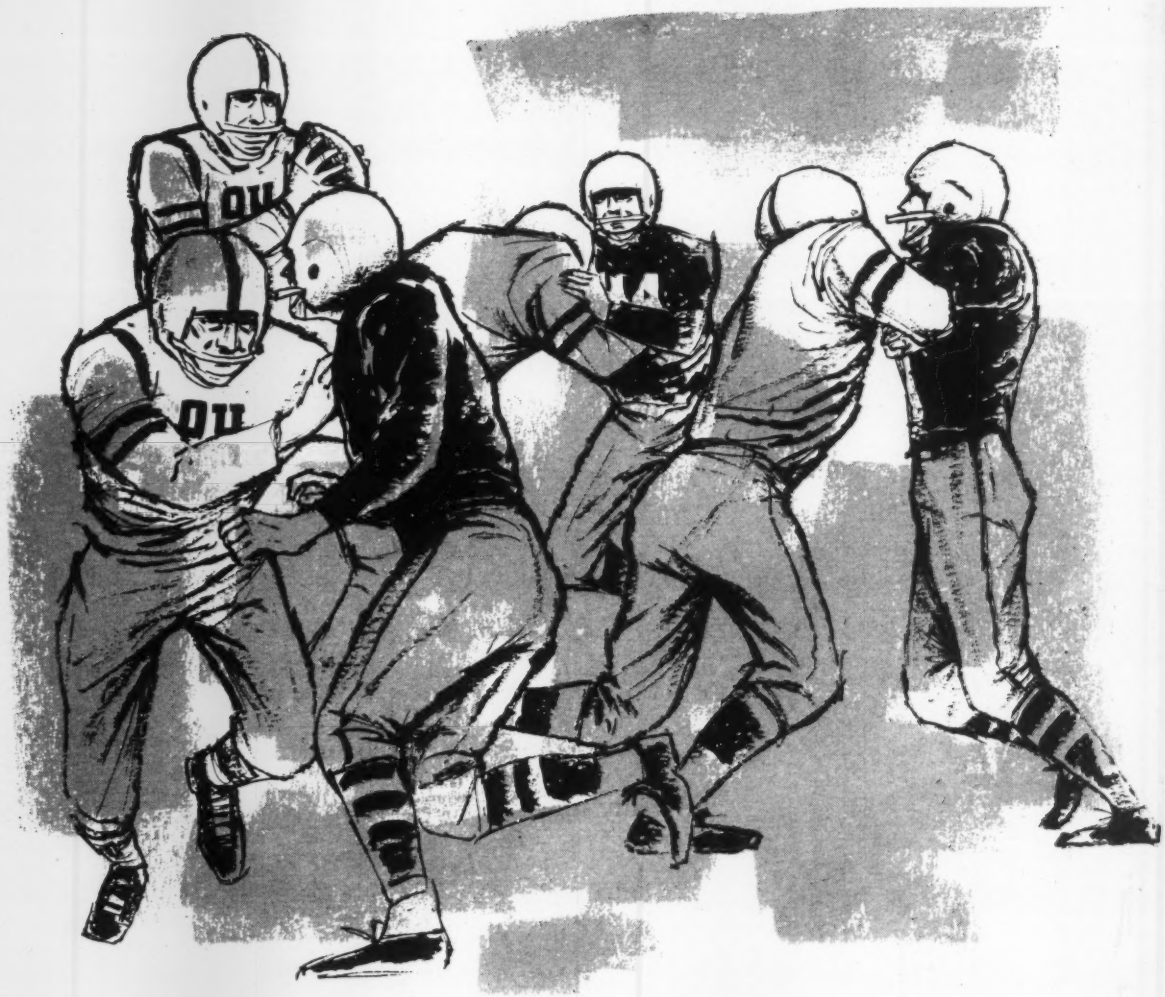
Within the last year, **PGW** has carried the story of spot broadcasting to 55 advertising centers from coast-to-coast. We presented the facts of our medium to advertisers, to agencies and to people on the local scene concerned with the sale of nationally advertised products.

We believe in presenting the facts everywhere to get business. Don't you?

PETERS,
GRIFFIN,
WOODWARD, INC.

*Pioneer Station Representatives Since 1932*

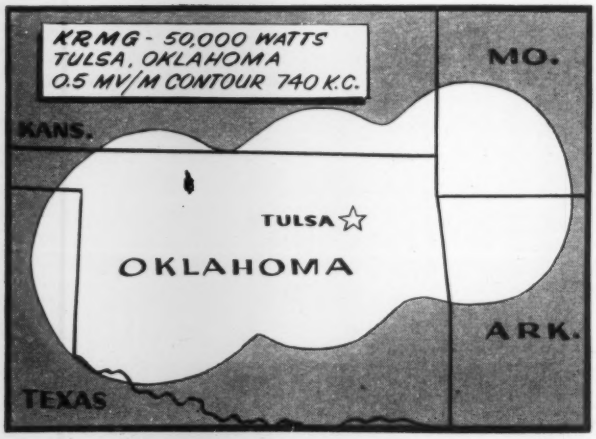
NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO




# PAIR OF POWERHOUSES . . .

## *In Football:* The Big Red of Oklahoma University!

## *In Southwest Advertising:* KRMG, Tulsa!




**You certainly call the right play when you back your line with Regional KRMG, Tulsa. KRMG's power-packed 50,000 watts on 740 serve a loyal audience in 5 states which spends $2,740,000,000 annually.**

**24 hours every day, people tune to KRMG for balanced programming. Pick a powerhouse — pick KRMG, CBS for Tulsa and all Oklahoma.**

| | | | |
|---|---|---|---|
| KANSAS CITY | KCMO | KCMO-TV | The Katz Agency |
| SYRACUSE | WHEN | WHEN-TV | The Katz Agency |
| PHOENIX | KPHO | KPHO-TV | The Katz Agency |
| OMAHA | WOW | WOW-TV | John Blair & Co. —Blair-TV |
| TULSA | KRMG | | John Blair & Co. |

**Meredith Stations Are Affiliated With**
**BETTER HOMES & GARDENS • SUCCESSFUL FARMING Magazines**

LATE NEWSBREAKS ON THIS AND NEXT THREE PAGES • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 33

# BIG YEAR GETTING BIGGER

## Agency crystal ball gazers say fortunes of spot tv on sharp upward billing climb

With spot tv registering a big gain in the second quarter of 1959 (see page 46), predictions from buyers and sellers of time are that the medium will experience an even bigger fourth quarter as well as a record year in excess of earlier optimistic forecasts.

Only qualification, or rather warning, expressed: while spot tv volume is climbing, the picture will vary from market to market and station to station.

BBDO acknowledges that spot tv from its viewpoint is on the increase. The prognostication there: third quarter in spot will be better than last year's corresponding period though lighter than the second quarter of this year. As for the fourth quarter, the response was "wham—it should be high." BBDO clients in spot are in the medium in a "substantial quantity." The agency notes that it expects new-to-spot clients to invest during the fourth quarter.

At Ted Bates, another top spot tv agency, the conservative estimate is that its tv spot billing this year will be up 10% over last year. It's emphasized that the fourth quarter in particular shows special promise. Agency media spokesmen warned that the lack of desirable availabilities (mostly in upper medium markets) is a "distressing" development with markets becoming tighter.

Young & Rubicam echoes BBDO and Bates sentiments. The agency says it has "maximum purchase in spot television" this year, that it is buying as "much as we can." Fourth quarter billing will be excellent. Among many reasons behind today's spot tv push: introduction of new products; flights for promotion periods; more economical for certain advertisers who cannot budget $3-4 million for network.

**September Rush** • Representatives with the larger share of spot tv billing are confident. But here the warnings are sounded that what's good for one station may not necessarily hold for another in the same market. One representative said September billing came in with a rush, after a relatively "soft" June, July and August period (although the June-August period was ahead of last year's pace). Another reported that billings caught fire in spot tv starting with August and September because fall business had been placed early.

Lawrence Webb, director of Station Representatives Assn., sums up opinion by predicting flatly that spot tv will do better in the second half of the year than it did in the first six months. He cites foods advertisers, "new car money" and toy manufacturers' entry in spot as factors helping to drive the spiral up. But he, too, warns though availabilities have become scarce in certain secondary markets (especially for minutes), some smaller markets may still be hurting for business.

## Johnson heads ARF

Arno H. Johnson, vice president and senior economist, J. Walter Thompson Co., New York, elected board chairman of Advertising Research Foundation Inc., New York. He succeeds Ben R. Donaldson, who automatically vacates post because of his resignation from Ford Motor Co., ARF member organization. Mr. Johnson has been serving as board vice chairman and also has been ARF treasurer. He has been associated with JWT for 33 years.

## No 'short' contract

Democratic National Committee has assured advertising agencies that if they are chosen to handle 1960 Presidential campaign for Democratic nominee they will not be dumped before Election Day 1960. This assurance was contained in resolution adopted by Democratic National Committee last Wednesday at meeting in Washington.

Resolution declares that advertising contract will be "binding upon the Committee for the period extending from the date of execution . . . to the date of such presidential election, Nov. 8, 1960." Number of advertising agencies have evinced interest in $3 million national account plus unknown collateral state and local budgets (CLOSED CIRCUIT, Aug. 31), but some fear had been expressed that candidate might bring in new personnel who would want own agency.

## SSC&B's record

13-Year high-mark of more than $50 million billed annually claimed by Sullivan, Stauffer, Colwell & Bayles on eve of two-day annual management meeting Sept. 18 at Westchester (N.Y.) Country Club. SSC&B now has 375 people, its staff expanding by 50% over past three years. Meeting was attended by 85 executives who discussed new trends and developments in advertising and marketing.

## ABC heralds ratings; CBS and NBC act shy

Tv networks were having their differences over ratings again late last week. This time they differed over whether such nose-counts should be publicized. NBC-TV and CBS-TV said, generally, no; ABC-TV took opposite tack, notified radio-tv editors that "the value of a network lies in part in how much it is viewed" and that "our policy is to make available all rating information, whether we win or lose."

ABC-TV's announcement, in telegram sent by President Oliver Treyz, said Nielsen's first September ratings in three-network markets gave ABC-TV 35% share of audience to 33.9% for CBS-TV and 24.8% for NBC-TV. It said publication of ratings was started by old-line network "before ABC-TV existed"; it found "this sudden de-emphasis" by other networks "odd."

Spokesman for CBS-TV said its policy was not to issue publicity on ratings, but that it would give out information on request and even tip newsmen in cases where program itself had news value. NBC-TV authority said policy there was against ratings publicity; that issuance of ratings reports might work against NBC's "totality of service" concept since some programs that contribute to "totality" are not such sure-fire audience builders as, say, westerns and other action-adventure shows. Ratings have their place, he said, and NBC will continue to give them to its salesmen.

## ABC picks new agency

ABC has appointed Doyle Dane Bernbach, New York, as its agency. ABC-TV portion of account alone comes to about $1.5 million per year. Dean Linger, director of advertising and promotion, ABC-TV, reported Sept. 18 that appointment was made after network had contacted and talked to more than 30 agencies. ABC account was resigned two weeks ago by BBDO in surprise move of accepting CBS account. DDB resigned CBS Radio account to accept ABC's business. McCann-Erickson had serviced CBS-TV.

# AT DEADLINE CONTINUED

## FM ADVICE: SELL, SELL, SELL

### New association told of need for promotion

Some advertisers are unaware that fm stations accept advertising, Arthur Bellaire, vice president in charge of tv and radio copy at BBDO, New York, asserted in talk prepared for delivery Saturday (Sept. 19) at first annual convention of National Assn. of Fm Broadcasters in Chicago. There are still others in the business who know fm stations accept advertising, but are confused as to what is acceptable, he said.

First business scheduled at opening session Sept. 18 was election of board of directors. T. Mitchell Hastings, Concert Network, NAFB coordinator, presided.

Mr. Bellaire urged fm broadcasters to "sell" themselves—"make more noise in the industry . . . this convention is a good beginning." He also called on fm stations—preferably as a group—to let advertisers know what policy they adhere to on commercials. He urged stations to consider jingles if they do not accept them now, suggesting they "remain flexible regarding jingles rather than banning them entirely." Reason: "while advertising can live without them, jingles give many products distinctive personalities," and jingles can be "tastefully-prepared."

**Suggestions for Fm** • Among suggestions Mr. Bellaire gave to fm stations were these: Give advertising awards at end of each year, serving to publicize fm interest in "good" commercials and "get better acquainted with the agency copywriter" because nature of medium might spur copywriter idea that will blossom into new budget or special budget to test it.

He warned that as fm stations go more commercial they will have to face problem of repetition in commercials—"The fm station can legislate against an irritating commercial, but is it willing to legislate against how often the commercial is to be played in the course of a week's time?" he asked. "What is more significant, you are going to slowly alter your personality."

New trade association for fm should be devoted to sales promotion rather than general types of service, NAB President Harold E. Fellows said in address prepared for Sept. 19 delivery. Mr. Fellows said he felt group would be "ill-advised to invest your time and your talent in an effort that would merely duplicate those things that are now being done for you by the NAB. Your support is needed for both associations (NAB and NAFB) because both will be providing important but different services."

Citing growing interest in fm, Mr. Fellows said Hamilton Watch Co. is investing about 80% of its budget in fm, with N.W. Ayer & Son as agency. He estimated fm sets in use at 15 million and fm homes at 12 million.

### NSRC panel sets up tests for best stereo

Tests designed to show best techniques for stereophonic broadcasting have been approved by Panel 1 (systems specifications) of National Stereophonic Radio Committee. Six NSRC panels are working on proposals for compatible stereo broadcasting.

Out of extensive experiments and studies will come proposed transmission specifications for each form of broadcasting stereo along with over-all evaluation of system performance covered by specifications. Electronic Industries Assn. set up NSRC earlier in year, with panels going into ways of producing stereo sound by am, fm and tv. Final report will be made available to FCC, public and electronic industries.

Study of fm-fm stereo will be set up by Murray Crosby, of Crosby Labs.; Harold Parker, Calbest Electronics, and William N. Halstead, Multiplex Services Corp. Minimum bandwidth for good stereo broadcasting and optimum compromise bandwidth for combined stereo and background music will be determined.

Characteristics of fm-am stereo will be analyzed by another group. Tests thus far indicate best signal-to-noise radio for such system is given by methods using suppressed carrier amplitude modulation. Six of these methods use that approach. Another proposal not suppressing the carrier is said to be marked by receiver simplicity. A receiver panel is studying that phase of the stero problem.

Study group evaluating fm-fm vs fm-am systems is headed by Bruce T. Bogert, of Bell Labs., and Norman Parker, Motorola. They will evaluate on theoretical basis relative merit of fm or am subcarrier for fm stereo. All three groups are to report by end of month.

### Mr. K gets 'Top 25'

During New York City's reception for Soviet Premier Nikita Khrushchev (see story page 66), Richard C. Patterson, Commissioner of Dept. of Commerce and Public Events, presented 'Mr. K.' with album of 25 most typical American songs as selected by WNEW New York listeners. Album contains Russian translations of lyrics of songs. Five most popular songs in WNEW album are, in order: "White Christmas," "St Louis Blues," "When the Saints Come Marching In," "Ol' Man River" and "Star Dust." One of songs in top 25: "The Theme From Peter Gunn."

National Telefilm Assoc., New York, is announcing today (Sept. 21) that company has reached agreement with Soviet Union for exchange of both tv filmed shows and theatrical films under cultural exchange program. NTA claims it is "first tv organization" to effect such agreement with Soviets. Oliver A. Unger, NTA president, said that programming from each country will be screened shortly and terms covering each individual transaction will be negotiated separately.

### ABC-TV previews fall, adds two affiliates

ABC-TV previewed its fall program lineup Sept. 17 in hour-long closed-circuit telecast to station affiliates and newsmen across country. Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., asserted network would be stronger in news and special events coverage; Oliver Treyz, ABC-TV president, cited ABC-TV's audience gains, while Thomas W. Moore, vice president in charge of tv programming, detailed plans for specials and sports events. Program, with taped segments from Hollywood and New York, featured 42 stars of 15 new and 11 returning shows.

New primary affiliates signed last week by ABC-TV are KNDO-TV Yakima, Wash., and KRDO-TV Colorado Springs, Colo., making current total of 99 primary stations for network. KNDO-TV, owned and operated by Yakima Valley Television Co., joins network Oct. 1, day new station starts operations. Effective date for KRDO-TV, which is owned and operated by Pike's Peak Broadcasting Co., is Oct. 4.

## Zenith's Truesdell cites import defense

American industry can best meet Japanese competition on transistor portable radios and other products by stressing quality, performance and value instead of cheapening merchandise and cutting price, L.C. Truesdell, Zenith Radio Corp. executive vice president-marketing, told American Marketing Assn. Sept. 17. He addressed Chicago chapter, which honored him as "marketing man of the year" for sales record which was compiled by Zenith during 1958.

Mr. Truesdell urged industry to "close up shop in the national bargain basement" and reject emphasis on "bigger tradeins, special deals and give-away programs." He reported Zenith portable radio sales to dealers through August are up 35% over same period last year, despite doubling of Japanese imports and introduction by some American electronic producers of cheap transistors using Japanese parts.

In presenting award, Al J. Kinard, AMA Chicago chapter president, noted Zenith achieved No. 1 position in tv receiver sales and increased share of radio-tv industry volume during "recession" year 1958 while overall industry sales hit nine-year low and were down 20% from 1957.

## Japanese transistors target of EIA inquiry

Inquiry into growing imports of Japanese transistors and other semiconductor products to determine if they threaten American security asked Sept. 18 by Electronic Industries Assn. in application filed with Office of Civil & Defense Mobilization.

EIA President David R. Hull, Raytheon Corp., said transistors are one of nation's major electronic inventions in recent years and are vital to defense program. Low Japanese production and marketing costs place American manufacturers in difficult position because imports are sold at lower cost, 80 cents or less compared to $1.35 for comparable American product, he pointed out.

Rising imports will have adverse effect on growth of electronics industry producing transistor products, impairing efforts of American producers to provide capacity for existing and potential security requirements, according to application. Third of U.S. transistor output is used in military equipment, it was stated.

## Music 'kitty'

Trust payments totaling $2.3 million were made to 154,000 participating musicians during first-half of 1959 from music performance trust funds of recording industries, according to Samuel R. Rosenbaum, trustee. Report shows fund allocations for musicians services have grown from $900,000 in fiscal 1950 to $6.3 million in 1959.

During 1958, fund paid $5.2 million to musicians. Trust grew out of project set up in 1947 by which recording companies, and later tv film makers, contribute on basis of their use of music by members of American Federation of Musicians. Musicians Guild of America, which has attacked method of trust fund payments, last week filed $10.95 million damage suit against AFM (see story page 82).

## D.C. engineering meet includes TASO session

Full morning session on results of Television Allocations Study Organization is scheduled as one of features of Ninth Annual Broadcast Symposium co-sponsored by Institute of Radio Engineers and American Institute of Electrical Engineers at Washington's Willard Hotel next Friday and Saturday (Sept. 24-25).

TASO session set for Saturday with Dr. Robert M. Bowie, Sylvania Research Labs., as moderator.

Also scheduled for presentation is paper by Dr. William L. Hughes, Iowa State, on slide and color tv experiments using Land two-color technique.

Dr. Alfred H. LaGrone, U. of Texas, will receive Scott Helt award at banquet Friday night. Principal speaker at banquet will be Andrew G. Haley, Washington attorney and active in international astronautical affairs. Toastmaster will be Dr. Frank G. Kear, Washington consulting engineer.

## Three station sales include Clovis tv

Sales of stations announced Thursday, all subject to FCC approval:

• KICA-AM-TV Clovis, N.M.: 50% sold by Mae Strauss and Frank Lesley to Texas Telecasting Inc. (KDUB-TV Lubbock, KEDY-TV Big Spring and KPAR-TV Sweetwater) in return for assumption of $170,000 in liabilities. W. D. Rogers, president of TT, will have voting control. KICA is on 980 kc with 1 kw directional night. KICA-TV is on ch. 12 with 30.2 kw visual and is CBS-TV affiliate.

• WMDN Midland, Mich.: Sold by Rich Publishing House Inc. (Philip T. Rich, president) to Julius Sherman and sons Donald A. and Robert I. Sherman, Leonard Siskin, Robert Jaffe and Peter A. Wolf, all 16⅔% each, for $100,000. WMDN is on 1490 kc with 250 w.

• KQAQ Austin, Minn.: Sold by George A. Hormel III to KQAQ Inc. for $30,000. KQAQ Inc. is headed by Lester L. Gould, veteran broadcaster who recently bought KRWC Forest Grove, Ore. (BROADCASTING, Aug. 24). Other KQAQ purchasers are Leroy Garr, associated with Mr. Gould in ownership of KRWC; Esther L. Plotkin, Frances F. Arent, Charlotte K. Fox and Rosalyn M. Hirsch. Messrs. Gould and Garr own 25% each; others 15.7% except Mrs. Hirsch who owns 2.9%. KQAQ is on 970 kc with 5 kw daytime.

## ABA Sec. 315 panel

Panel on "Political Candidates and Sec. 315" is scheduled for next Friday afternoon (Sept. 24) at Federal Bar Assn. annual convention in Washington's Hotel Statler. Harry M. Plotkin, former FCC assistant general counsel, will be moderator with following members: Martin Agronsky, NBC news commentator; Robert A. Bicks, acting chief, antitrust division, Justice Dept.; Frederick W. Ford, FCC commissioner; Joseph L. Rauh Jr., Washington attorney, and Richard S. Salant, CBS vice president. FCC Hearing Examiner Elizabeth C. Smith is chairman of this committee.

## Storer vtr meet

Executives of five Storer Broadcasting Co. stations will meet Sept. 23-25 at studios of WJBK-TV Detroit to exchange program and production ideas in use of Ampex Videotape recorder. George B. Storer Jr., vice president for Storer tv, said each station is preparing tapes of selected local programs. Ewald Kockritz, vice president for tv programming, will conduct sessions.

## Durocher leaving NBC

Leo Durocher, who joined NBC-TV in September 1955 as talent relations executive and sports commentator, leaves network Oct. 1. Rumor has it he is returning to organized baseball. He was manager of New York Giants prior to joining NBC.

## Radio-tv plane ban

Federal Aviation Agency published emergency temporary order Sept. 17 banning all helicopters and light aircraft from flying within one mile of Khrushchev motorcade, reportedly to forestall stations' plans to cover tour by air at Los Angeles, San Francisco and Des Moines (early story page 66).

## Pulse counter-suit

Pulse Inc. filed counter-suit in Chicago Federal District Court Sept. 17 charging WKFM (FM) Chicago and owner Frank Kovas with "false, scandalous, malicious and defamatory" actions and seeking $1 million damages. Motion was filed by attorney Thomas J. Carroll to dismiss original complaint by WKFM (FM) last May (seeking $576,000 damages) which alleged Pulse intentionally omitted station from audience measurement report and thus impeded its opportunity to compete in interstate commerce. Pulse brief contends Mr. Kovas "maliciously intended to injure" Pulse and bring it into "public scandal" by actions between May 26 and June 5.

## • Business briefly

**Take Assignment** • Block Drug Co., Jersey City, N.J., for its Nytol, Polident and Poli-Grip products, and Pharma-Craft Co., Cranbury, N.J., for Coldene Liquid cold products and Fresh deodorant products, will co-sponsor NBC-TV's *Richard Diamond, Private Detective,* starting Oct. 5 (Mon. 7:30-8 p.m. EST). Agencies: Sullivan, Stauffer, Colwell & Bayles, N.Y., for Block Drug, and J. Walter Thompson Co., N.Y., for Pharma-Craft.

**On Parade** • Ideal Toy Corp. and Lionel Toy Corp., both N.Y., and both through Grey Adv., N.Y., will co-sponsor NBC-TV's telecast of 33rd annual "Macy's Thanksgiving Day Parade" on Nov. 26 (11 a.m.-noon EST). New York parade sponsorship is fifth for Ideal and first for Lionel.

**Western Sale** • Stroh Brewery Co., Detroit, understood to have completed negotiations to sponsor Ziv Television Programs *Tombstone Territory* series in large lineup of midwestern markets. Agency: Zimmer, Keller & Calvert, Detroit.

# WEEK'S HEADLINERS

MR. ACCAS

• EUGENE ACCAS, associate media director, Grey Adv., N.Y., since 1958, appointed to newly-created post of vp for network relations at agency. Post was formed, company said, because "Grey's expanding activity in the network field requires continuous and important contact with all networks." Mr. Accas previously was with ABC as administrative vp and as sales development vp; with Television Bureau of Advertising as vp of operations, and with NBC in its radio sales development department. Mr. Accas will continue to report to Dr. E. L. Deckinger, Grey's vp-director of media strategy.

MR. WILKINS

• DONALD J. WILKINS, for seven years vp-manager of Washington, D.C., office of Erwin Wasey, Ruthrauff & Ryan Inc., named to head new Washington office of Advertising Federation of America. Transfer of AFA offices from New York to Capital was announced last spring at organization's Minneapolis convention (BROADCASTING, June 15), with completion of move targeted at September 1960. Mr. Wilkins, selected from field of 30 candidates, has been in advertising 25 years. During World War II he served in Air Force and SHAEF pr posts. In Korean conflict he directed recruiting ad programs of Army and Air Force. He assumes AFA post Oct. 1 at 1320 G St., Washington 6. Telephone: District 7-8245.

MR. SWEZEY

MR. READ

• ROBERT D. SWEZEY, executive vp-general manager, WDSU New Orleans, resigns. LOUIS READ, vp-commercial manager, succeeds him. Mr. Swezey, who has 20% interest in WDSU Broadcasting Corp., will continue to serve corporation as vp-director and as vp-director of Modern Broadcasting Co. (WAFB-TV Baton Rouge) in which WDSU has majority interest. Mr. Swezey, who says he has reduced his activities to pursue other interests, has held vice presidency at WDSU for 10 years. Mr. Read, who owns 10% of WDSU, has been vp-commercial manager since 1953.

MR. LEE

MR. EVANS

• TERRY H. LEE, managing director, WITI-TV Milwaukee, named managing director, WAGA-TV Atlanta, succeeding J. ROBERT KERNS, vp-managing director, who has resigned. JOSEPH W. EVANS JR., WITI-TV commercial manager, succeeds Mr. Lee as managing director at Milwaukee.

• CHARLES T. AYRES, eastern sales manager ABC-TV, named eastern division tv network sales vp. Mr. Ayres joined ABC in March, 1948, as account executive. OMAR F. ELDER JR., ABC-TV general counsel, named vp-general counsel. Mr. Elder joined ABC in 1947 as attorney. DANIEL MELNICK, ABC-TV program development director, named program development vp. Mr. Melnick joined ABC-TV in 1956 as program development manager.

MR. AYRES

MR. ELDER

MR. MELNICK

MR. WOODARD

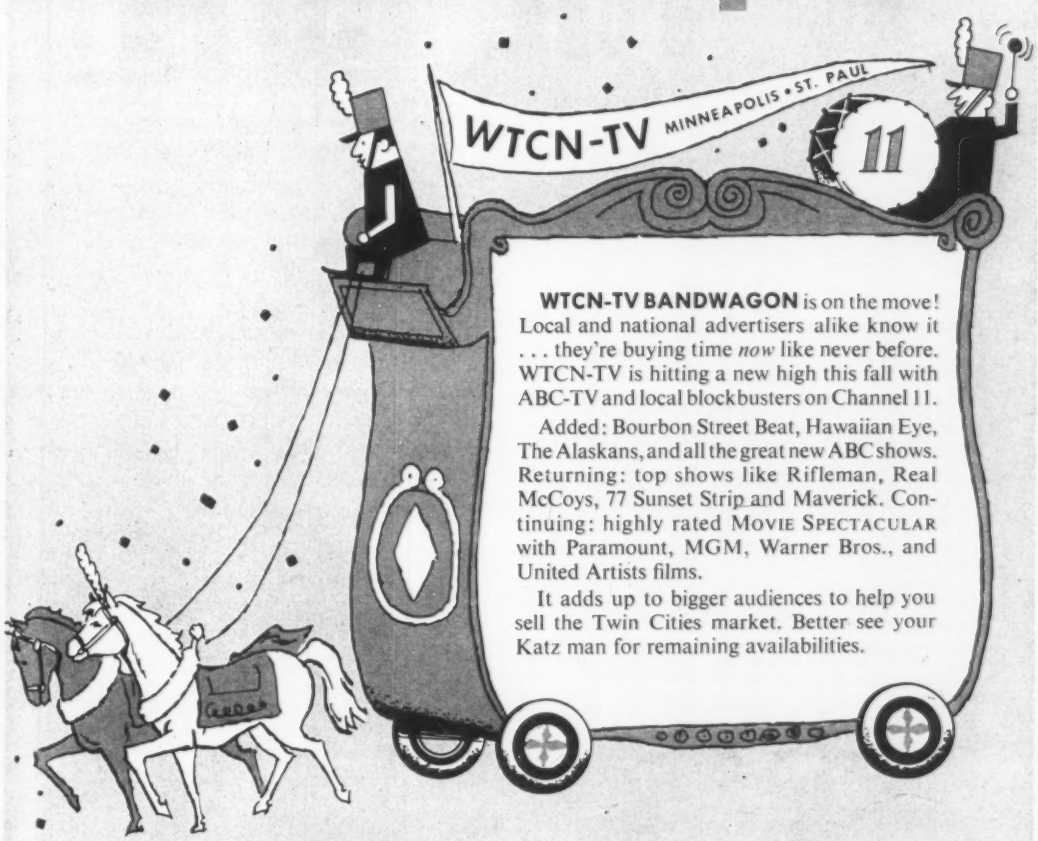
• CHARLES WOODARD JR., administrative assistant to Donald H. McGannon, president of Westinghouse Broadcasting Co., elected vp-assistant to president. Mr. Woodard joined WBC in 1957, having served with CBS, Hollywood, in 1950 and New York in 1953 as senior tv attorney and later as assistant attorney. Mr. Woodard's area of broadcast experience centers on legal and business. Apart from WBC duties, Mr. Woodard is mayor of Hastings-on-Hudson, N.Y.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

They're all

# CLIMBING ABOARD!

Twin Cities' WTCN-TV is really rolling with powerful new ABC and local fall programs




**WTCN-TV BANDWAGON** is on the move! Local and national advertisers alike know it . . . they're buying time *now* like never before. WTCN-TV is hitting a new high this fall with ABC-TV and local blockbusters on Channel 11.

Added: Bourbon Street Beat, Hawaiian Eye, The Alaskans, and all the great new ABC shows. Returning: top shows like Rifleman, Real McCoys, 77 Sunset Strip and Maverick. Continuing: highly rated MOVIE SPECTACULAR with Paramount, MGM, Warner Bros., and United Artists films.

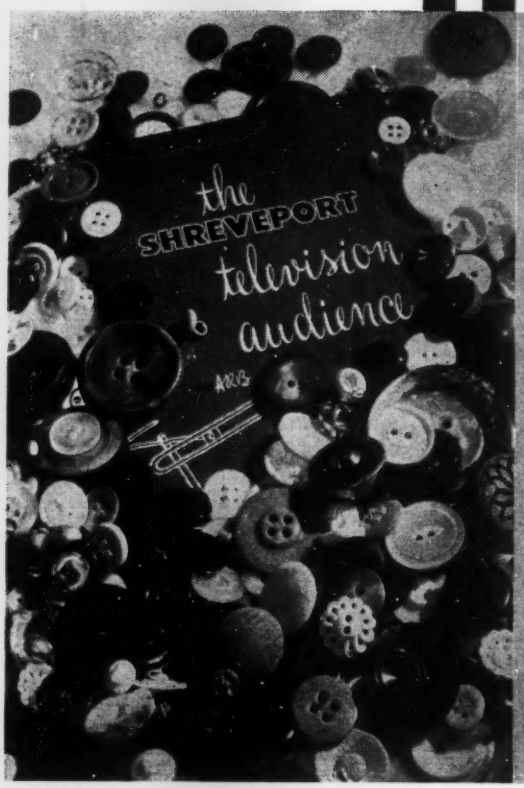
It adds up to bigger audiences to help you sell the Twin Cities market. Better see your Katz man for remaining availabilities.

HOP ON OUR BANDWAGON TODAY...

## WTCN-TV AND RADIO

ABC STATIONS FOR MINNEAPOLIS • ST. PAUL

# BUTTON BUTTON WHO'S GOT THE BUTTON




. . . or ARE RATINGS EVERYTHING? Some folks set great store by ratings . . . and we'd be the first to tell you that in *every single* TV audience survey made in Shreveport, KSLA-TV has come out *'way on top.*

But there's more . . . an *intangible* you'd have to come to Shreveport to grasp . . . a sort of *first-name friendliness,* a *confidence,* a *loyalty.* This feeling is reflected in the ratings, of course, and in the results advertisers tell us they get.

Still, the *real measure* of it is the man who stops us on the street or the child who calls on the phone. They feel like it's *their station,* and they're right! Add that to *dynamic ratings,* and you DO *have everything.*

Don't you agree?

KSLA TV

CBS

*channel* 2 *shreveport, la.*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

September 21, 1959
Vol. 57 No. 12

# FOR U.S. TV, A COMMODORE PERRY?

## Move on for organization to open foreign markets to U.S. programs

U.S. television program interests, which have been making eyes at the foreign tv market for some time, started courting seriously last week. From two sources came evidence of (1) an increasing desire to tap the profit potentials abroad and (2) an intention to break down the barriers that stand in the way of those profits.

On Sept. 21 Oliver Treyz, ABC-TV president just returned from a 5-week far eastern swing, issued a statement calling for a tv industry "State Department" or "Johnston Office" to negotiate with foreign governments and broadcasting interests to allow more U.S. programs in and more dollars out. Next day Leonard Goldenson, president of the parent AB-PT and Mr. Treyz' companion on the Far East junket, called a news conference to put across the same point of view.

The day after that word came that such an organization was almost ready to go to work. This from Merle Jones, president of the CBS Stations Div., who for the past year has headed the executive committee of a group of film distributors trying to mount an organization much like one Messrs. Treyz and Goldenson described. Mr. Jones said an executive secretary would immediately be hired to start the project rolling, with a director expected to be named within six weeks.

The proximity of the two developments was laid to coincidence.

**Why They're Interested** • The Goldenson-Treyz proposal was motivated by this viewpoint (presumably shared by others interested in foreign markets):

1. U.S. television audiences are near their peak.

2. For that reason, the prices networks and program suppliers can charge for their product are nearing the maximum.

3. Yet program suppliers say the price of their product must go still higher if values are to be improved beyond current levels.

4. The only direction to expand is abroad, meaning more audience, more revenue, and, the argument goes, more money to spend in enhancement of program product. Today's tv market abroad, according to ABC estimates: 27 million sets. The potential: 100 million sets.

Mr. Goldenson likened the situation to that which faced the motion picture industry in the 1930's. Movies solved it by turning heavily to the foreign market, so much so that 50% of the movie industry's current revenues come from abroad. The Motion Picture Assn. of America, headed by Eric Johnston, is given large credit for effecting that foreign distribution.

**What's in the Way** • Standing between U.S. distributors and sales abroad are trade barriers which decree both the price and number of American shows which can be sold in various countries. It is these barriers which would be attacked by the "Johnston Office" or "State Department" of tv.

One of the most troublesome barriers is that in Japan. It restricts imported product to nine 30-minute shows a week on stations in Tokyo and Osaka and more importantly, sets the price maximum at $300 for a half-hour show, $600 for an hour show or a feature of an hour or longer. There are no "quota" restrictions outside the two largest Japanese markets.

Another important barrier to U.S. tv men is in Britain, which has no price restrictions but limits the amount of foreign products to 14% of air time. One U.S. distributor said this amounts roughly to one hour per day per station.

The Philippines are completely

MR. GOLDENSON MR. TREYZ

MR. JONES

**First-hand appraisals of television abroad: page 36**

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

—SELLS—
MORE FOOD
THAN IS EATEN IN
MILWAUKEE
AND NEWARK
*PUT TOGETHER!*

FOOD STORE SALES
$764,361,000
(Sales Mgt.)

WHLI

. . . Dominates the Major Long Island Market
. . . Delivers MORE Audience than any other Network or Independent Station!
(Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island
Represented by Gill-Perna

frozen in dollar exchange. This means that an American distributor wanting to sell his product there receives his payment in the monetary unit of that country and even then cannot get it out. Rather, it is deposited in a Philippine bank and it's then up to the U.S. company to try to negotiate it out. Similar dollar barriers are cited in Brazil and Argentina.

Canada recently set up a quota of 55% minimum for local product and 45% maximum for foreign. Canada is still considered a "good" market for U.S. tv films as the quota is considered generous.

Germany has neither quota nor dollar restrictions, according to several tv film officials. But networks there are "selective" and appear to eschew many of the westerns and crime programs in syndication.

Distributors say that the "quota system," although irksome, can be "beat." For example, companies that engage in co-production deals with British producers circumvent the quota, since the product then is considered "local". Screen Gems, National Telefilm Assoc. and the Jack Wrather Organization all are active producers in Britain, using both American and British artists.

Some distributors feel that the problem of "frozen dollars" is not as serious now as it was. They say this restriction has been eased considerably in the past two years, so that payment now generally is made in dollars. Australia, which had a so-called "dollar allocation" until last year, now pays U.S. companies in American currency and is regarded as a prime market for U.S. product.

**The Tv "Export" Group** • The organization now being formed by Mr. Jones and the other distributors would not function to sell a specific product, but rather to make it easier for individual U.S. distributors to sell abroad. It will serve as liaison between member companies and foreign users.

The organization, thus far loosely-organized, stemmed from an offer made by the motion picture industry's Johnston Office last year. The initial proposal was that the movie office would serve the tv industry as well, but later it was decided that tv should go ahead on its own. Mr. Jones emphasized last week that his organization would not be connected with the Johnston Office.

It will be set up under the Webb-Pomerone Act, which exempts foreign trade associations from the antitrust laws. Those laws would prohibit U.S. distributors from banding together to sell product in this country. An important part of the first few weeks' work will be to file proper qualifying papers, adopt constitution and bylaws, etc. Members of the executive committee will be participants, and other companies with similar interests will be invited to join.

Executive committeemen include, in addition to Mr. Jones, Herb Golden of United Artists, Ed Smith of ABC, Al Stern of NBC, Maurie Schrier of MCA and Bill Fineshriber, formerly of Screen Gems.

**Industry Reaction** • A check on leading tv film producers-distributors indicated there is a need for a representative in the international field, but, curiously many were not inclined at this time to go on the record openly in support of the Goldenson-Treyz proposal.

NBC-TV President Robert Kintner, another recently-returned world traveler, was not prepared to comment on the proposal. He said he had not yet thought the idea through. Robert Sarnoff, chairman of NBC, is currently visiting Far East tv markets.

Paul Talbot, president of Fremantle Inc., a company that is active solely in the international tv film field, agreed that "a high-class, public-relations-type executive" is required to tell the industry's story abroad and help improve the business climate. He indicated that at least one earlier attempt to launch the project failed because of a lack of financial support for a high-powered operation.

But Mr. Talbot cautioned that the tv film industry should not expect its growth to parallel that of the motion picture business abroad. It is his contention that television "is a much more intimate medium than motion pictures and foreigners are going to expect to see more of their own product, reflecting their own customs and culture." Nevertheless, he added, there is room for expansion in the foreign field and appointment of a representative would be "a step in the right direction."

Apropos of the quality of tv films exported to the international market, Charles Michelson, president of Charles Michelson Inc., U.S. representative for several stations abroad, recommended that more of "our quality network programs and specials be sold to foreign countries so that they'll see some of the wonderful productions we have on U.S. television." Mr. Michelson explained that until recently such programs as the *Perry Como Show* and *Dinah Shore's Chevy Show* (both NBC-TV) were offered for sale abroad. He explained that new conditions imposed on the network by the talent unions (meaning schedule of fees) have had the result of withdrawing such programs from the international market.

**First-hand appraisals of tv abroad: page 36**

## CHARLOTTE-WBTV RULES ABSOLUTE AS FIRST TELEVISION MARKET IN ENTIRE SOUTHEAST AS MEASURED BY N.C.S. #3

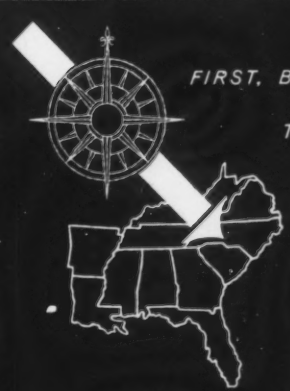
The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

WBTV's set count exceeds that of the second Charlotte station by 43%—delivering 189,380 more television homes!

Buy WBTV as your first, biggest step to television coverage of the Southeast. Contact CBS Television Spot Sales or WBTV for the full fabulous coverage and dominance story.

**COMPARE THESE SOUTHEAST MARKETS!**

| | |
|---|---|
| WBTV-Charlotte | 632,070 |
| Atlanta | 579,090 |
| Louisville | 509,480 |
| Birmingham | 587,800 |
| Memphis | 453,240 |
| Charlotte Station "B" | 442,690 |
| Miami | 434,800 |
| New Orleans | 380,020 |
| Nashville | 366,560 |
| Norfolk-Portsmouth | 337,580 |
| Richmond | 311,680 |




CHANNEL 3
WBTV
CHARLOTTE

JEFFERSON STANDARD

# HOW TV IS DOING IN MAJOR NATIONS

**Global look at tv** • NBC news correspondents from overseas, in New York for a special roundup program, reported on television development in the countries they cover in an exclusive group interview with BROADCASTING editors. In picture above, reading clockwise beginning with man indicated by arrow, are Irving Levine, NBC Rome; John Rich, NBC Berlin; Edwin Newman, NBC Paris; Joseph C. Harsch, NBC London; Welles Hangen, NBC Cairo; Joseph Michaels, NBC Moscow; Don West and Rocco Famighetti, BROADCASTING; Ray Scherer, NBC Washington, who covered Vice President Nixon's recent tour behind the Iron Curtain; and Rufus Crater and David Berlyn, BROADCASTING. Cecil Brown, NBC Tokyo, was interviewed after this picture was made.

Few people are as familiar with the state of international television as the broadcast newsmen whose job it is to cover the world beats. For one thing, their primary job is to know the important things taking place in the countries they cover, and television is important. For another, it's their own medium, and they understand its terms and its problems.

The report on international television which appears below comes from seven of those newsmen. They are the chief correspondents of NBC, brought home to headquarters the week before last to telecast a special report on the world situation. BROADCASTING editors took advantage of their being back home to set up the exclusive interview published below. A summary of each country's tv development has been condensed from each newsman's description.

## BRITISH TELEVISION

### Joseph C. Harsch, NBC London

How tv stands: 10 million sets. Both commercial and non-commercial systems, former represented by Granada, Associated Rediffusion and ITV, latter by BBC.

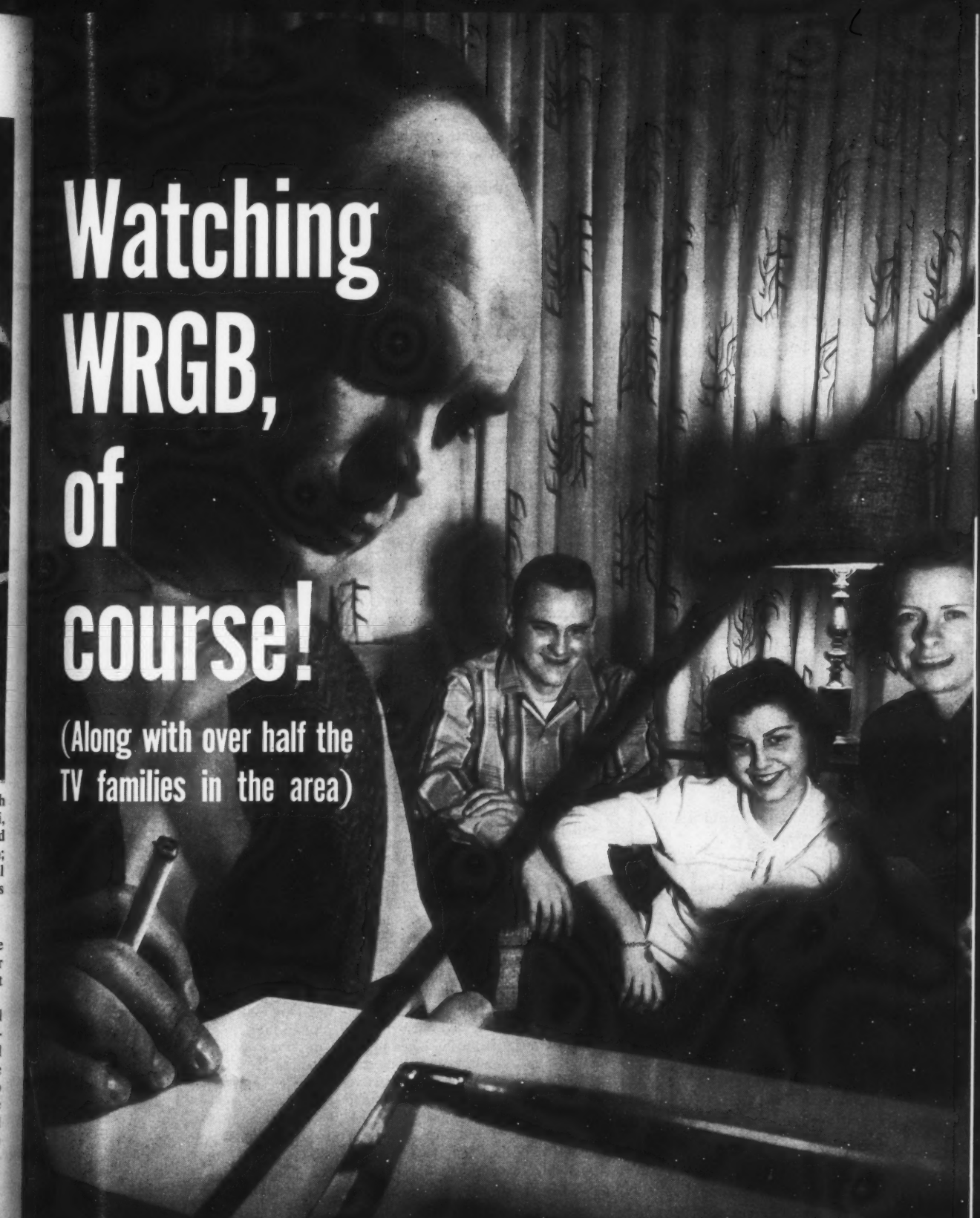
MR. HARSCH

"Britain is a country that has come from the Stone Age to the Brass Age in the short span of three years—from the Stone Age of symphony concerts on the BBC to *I Love Lucy*, *Gunsmoke* and *Dragnet* in commercial television. It's been a wildly raucous change in British social life."

So comments Joseph C. Harsch on the television "revolution" in England since the advent of commercial tv. But the revolution is not yet complete, he adds. "You can still establish your upper class status in Britain by not having a tv set."

BBC's transmitters cover virtually all of the United Kingdom, but its audience in competitive areas has dropped far behind that of commercial tv (where there's a choice it's commercial two to one, he says). The success of the commercial channels is documented even further in terms of money. "The profits are so vast that it's staggering," Mr. Harsch observes. "In 1958 each of the three independent companies made more money than ABC, CBS and NBC combined." One of the operators was quoted as saying that "a license to operate commercial tv over here is a license to mint your own money."

This "enormous profitableness" is an acute source of embarrassment to the



# Watching WRGB, of course!

## (Along with over half the TV families in the area)

Better than half the viewing families—52.6%—watch WRGB. The May, 1959 ARB total area survey shows Channel 6 delivers more homes than the other two stations combined in the Northeastern New York and Western New England market. Contact your NBC Spot Sales representative for the complete story.

STATION SHARE OF AUDIENCE*
SUNDAY THROUGH SATURDAY

SIGN-ON TO SIGN-OFF

| WRGB | STATION B | STATION C |
|---|---|---|
| 52.6% | 31.2% | 18.2% |

*Source: Total Area ARB, May, 1959

**WRGB CHANNEL 6 . . . A GENERAL ELECTRIC STATION . . . ALBANY–SCHENECTADY–TROY**

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WITH THE
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THE IDEAL COMBINATION!

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To Sell 2 Great Products
(PRESTONE ANTI-FREEZE
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EVEREADY BATTERIES)
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NATIONAL CARBON COMPANY
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•

YOU TOO WILL GET GREATEST SALES RESULTS WHEN YOU USE INTERMOUNTAIN NETWORK

The Nation's Most Successful Regional Network
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Contact Your Avery-Knodel Man

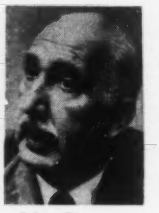
government, Mr. Harsch says, for this sort of thing isn't supposed to happen in a welfare state. It's also leading the government to thoughts of starting a government-operated commercial system.

Although the commercial tv operations lead in entertainment programming, BBC has the edge in sports coverage. It sewed up the rights to major sports events before the commercial operations started, and has them under long-term contract.

All this commercial success has led to many changes in the traditional BBC way of doing business. Among other changes, the BBC has come to recognize sex. Mr. Harsch reports it was the first network in the world to show women playing tennis nude to the waist. "An extraordinary thing," he comments.

### JAPANESE TELEVISION
**Cecil Brown, NBC Tokyo**

How tv stands: 2.5 million sets. Stations in all major cities, six in Tokyo, six in Osaka. Inter-city links by microwave; no co-axial cable. Commercial.


MR. BROWN

In terms of growth, tv is probably the No. 1 industry in Japan today, reports Cecil Brown. And it's growing up as a carbon copy of the U.S. model in all respects —programming, staging, story lines and commercials.

Not only do the Japanese buy American programs, but they then proceed to imitate them as well. They have the U.S. *Superman* program and produce their own version too. And they have westerns—only in eastern terms, with a Samurai warrior and his sword replacing the American cowboy and his six-gun.

The tv boom began in 1950, mainly through the efforts of Matsutaro Shoriki, head of NTV (Nippon Television Corp.), the country's largest commercial operation. He started out by setting up receivers in strategic locations all over the country: subway stations, railroad terminals, at important crossroads and at sports events. Thousands would gather to watch these programs, Mr. Brown relates, and soon after that sponsors were clamoring to get on.

Now Mr. Shoriki is repeating his system with color tv sets, with such success that Mr. Brown foresees the possibility that in a relatively short time Japan will have more color sets in use than the U.S. The Japanese advantage is that color came along before the country's set potential had been realized in black-and-white. Mr. Brown estimates the set potential at 20 million, which leaves a 17.5 million market for the color set makers.

The labor situation in Japan is quite different from that in this country, which means that the Japanese can bring in a program for far less than it would cost here: About $3,000 for a show costing $30,000 in the U.S., for example. The labor laws are such that the Japanese use three to five people to do a job that one person would do in this country. When their radio or newspaper reporters descend on a story it's "like a mob scene," Mr. Brown says, commenting that some of the major papers have 500 to 600 people on their editorial staffs.

The radio-tv performers are correspondingly low paid. A master of ceremonies for an important quiz program might receive $50, or a featured dancer $25 including rehearsals.

Japanese commercials are not as "hard sell" as American versions, Mr. Brown reports, but otherwise are as carbon copy as the programs in which they appear. Most of them are produced by the Dentsu Advertising Agency, ninth largest in the world, which handles every airline in the country and every automobile company.

### RUSSIAN TELEVISION
**Irving Levine, NBC Moscow (recently moved to Rome)**

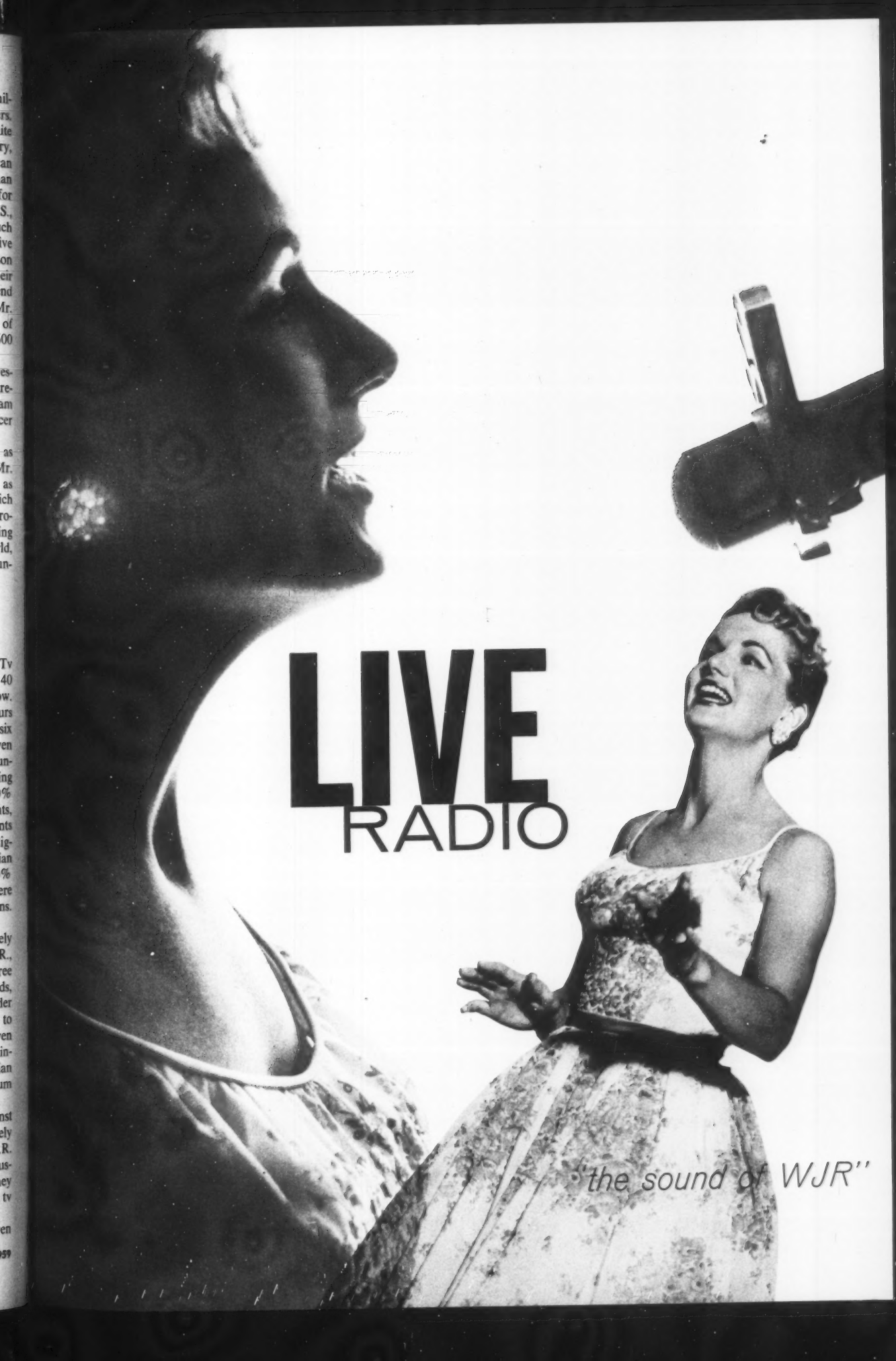
How tv stands: 3 million sets. Tv stations in all major cities, about 40 in all. Two channels in Moscow. Broadcasts four hours on week nights, six hours Saturday, seven to eight hours Sunday. Programming 30% movies, 20% live sporting events, 20% special events (visits of foreign dignitaries, "Egyptian Friendship Week," etc.) the other 30% miscellaneous. No networks, but there are plans for linking some stations. Non-commercial.

MR. LEVINE

Don't be fooled by the relatively small number of tv sets in the U.S.S.R., cautions Irving Levine. Although three million aren't many by U.S. standards, they're quite a few when you consider the limited resources Russia devotes to consumer goods. That there are even this many Mr. Levine sees as an indication of the importance Russian leaders place on television as a medium of indoctrination and entertainment.

Mr. Levine also counsels against falling for the notion that tv is purely a propaganda medium in the U.S.S.R. He points out that although the Russians are not noted for subtlety, they have not been as heavyhanded with tv propaganda as many believe.

The people like tv, perhaps even


LIVE
RADIO
"the sound of WJR"

there's more life in

# LIVE

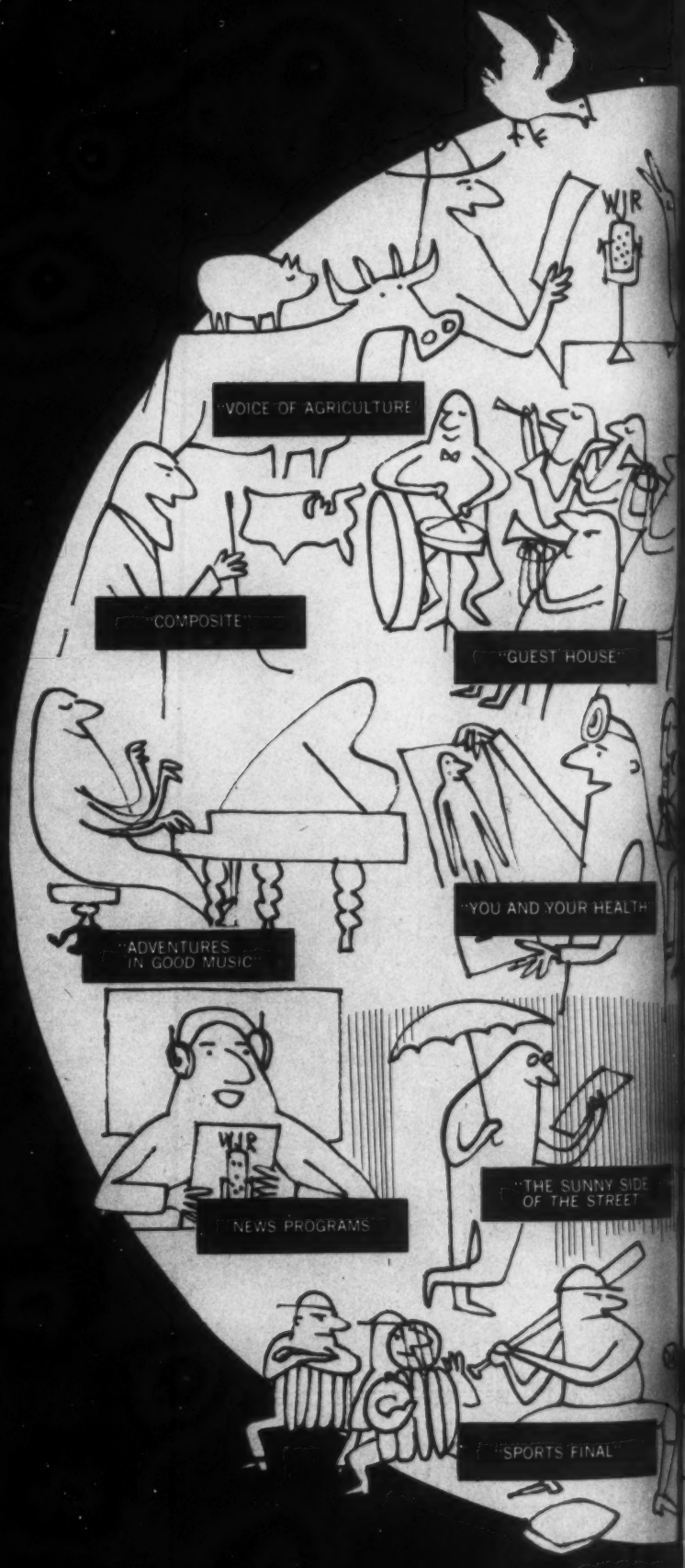
programming

And WJR has it! Live programming that's custom tailored for the many different tastes and needs of the 17,000,000 people within sound of our voice.

WJR broadcasts 29 different live shows, most of them daily. In addition, there are two 15-minute sportscasts and nine 15-minute newscasts every day. All these programs are written and produced by WJR, and star WJR personalities. Fact is, our staff of 134 people is probably the largest of any single radio station in the country.

For years our policy has been live, imaginative programming, specifically directed at adults, serving adult interests. This pays off for the listener . . . and the advertiser, since his message goes first class to the people who are most likely to buy what he sells.

WJR is the wide-awake, hustling, bustling, "buying power" station in the Great Lakes area.



# there's more of everything in COMPLETE-RANGE PROGRAMMING

## NEWS

Nine 15-minute newscasts daily
"Business Barometer"
"President's News Conference"
"Washington Report" —Jack Hamilton
"Your Government"
"City Hall Reports"

## SPORTS

"Bob Reynolds Show"
"Sports Final"
Night major league baseball
Professional football
College football
Major golf events
High school basketball

## LIVE MUSIC & VARIETY

"Dinner Date" —Jimmy Clark Quartet
"Guest House"
"Composite"
Wally Schaefer Trio
"Mother's Album"
"Jack Harris Show"
"Renfro Valley Gatherin'"
Harry Safford and the WJR Studio Orchestra

## RECORDED MUSIC

"Showcase"
"Wake Up Show"
"Music Hall"
"Time Out for Music"
"Music before Midnight"
"Night Flight"
"Country Style Jamboree"
"Choral Cavalcade"
"Broadway Musicals"
"Holiday in Hi-Fi"

## FINE ARTS

"Spectrum"
"Summer Symphony"— Detroit Symphony Orchestra
"Great Operas"
"Adventures in Good Music"
"Sunday Symphony"
"Symphony Hall"

## FARM

"Voice of Agriculture"
"Weekly Farm Review"
"Farm Forum"
"Farm Roundup"
"Farm Digest"

## RELIGION

"Sunday Hymns"
"Layman's Hour"
"Religion in Action"
"Hymns of Faith"
"The Chapel Hour"
"Sunday Choir"

## VOCALISTS

Fred Kendall
Jan Wynn
Judy Carroll
Jack Harris

## WOMEN'S DEPT.

"Mrs. Page"
"Show Business" —Marjorie Gibbs

## HUMOR

"The Sunny Side of the Street"
"The Best of Guest"

## YOUTH

"Make Way for Youth"
"Junior Symphonic Band"
"Junior Town Meeting"
"Your Story Hour"

## NEWS ANALYSIS

"Points and Trends"
"Topic for Today"
"Public Affairs"
"Press Club Presents"

## EDUCATION

"You and Your Health"
"Animal Land"
"You are the Jury"
"Don't You Believe It"
"The Answer Man"
"Ask the Professor"
"Portrait of Cities"
"Sunday Supplement"
"America's Economic Future"

# this is WJR's market

**big** . . . covering major portions of Michigan, Ohio, Indiana and Southwestern Ontario. More than 17,000,000 people live here. Nearly 200 radio stations can be heard in parts of this area. Only WJR reaches it all.

**wealthy** . . . the fifth richest market in America. In population, income and retail sales, this area accounts for about 10% of the entire U.S. market. With one single advertising buy, you've covered the heartland of the Great Lakes.

**adult** . . . the people with purchasing power listen to WJR for "Radio with Adult Appeal." WJR broadcasts a skillful blend of entertainment, information and education, tailored to adult tastes.

**responsive** . . . a radio station which provides the most in programming, gets the most in audience respect and response. It's just good sense—when they like what they hear, they're more inclined to take action on the advertising that comes along with it.

**the next step** . . . get in touch with WJR sales or your Henry I. Christal representative.

in the Great Lakes area,
the Live One is

**WJR DETROIT**

760 KC. 50,000 WATTS

**RADIO WITH ADULT APPEAL**

more than the typical U.S. viewer because of the dearth of other diversions offered the people in the Russian way of life. Their reactions to it are quite like some American reactions, he says. The papers frequently carry letters criticizing tv for running too many old movies, ruining children's eyes, killing off conversation. The skylines of major Russian cities attest to this popularity, too. Tv antennas are a prominent feature. The Russian equivalent of the tv set in the local bar in the U.S. is a set in the local palaces of culture, centers customarily attached to factories and farm communities.

Mr. Levine notes that Russian tv sets are built much more ruggedly than their American counterparts, chiefly because maintenance is almost impossible to obtain. The standard 12 inch set (there are some 14 inch sets, and still many 6-inchers) costs about $250.

Russian tv people place little importance on production values. Many of the live events are "reported" rather than "presented"—that is, the camera just moves in on a performance of the Bolshoi Ballet or some other stage attraction and shoots it head on, rather than trying to enhance its values with elaborate camera work or other embellishments. Programs never begin or end on time, Mr. Levine notes.

### MIDDLE EAST TELEVISION
### Welles Hangen, NBC Cairo

How tv stands: Estimated 50,000 sets. Four stations: Baghdad, Iraq; Beirut, Lebanon; Teheran, Iran; Dhahran, Saudi Arabia.

MR. HANGEN

The first Middle East station went on the air in 1956 in Baghdad. It was set up with U.S. aid at a time when Iraq was still friendly to this country. Welles Hangen, whose beat extends outside Egypt to most of the Middle East except Israel, says the Baghdad station is "the nearest thing to a communist station outside the Iron Curtain."

Program material on that station is almost exclusively devoted to proceedings of the "people's court." Sessions are held for three to four hours each evening, and consist of having enemies of the regime brought before the court and condemned to death, Mr. Hangen reports.

Although most of the program fare is of that grisly nature, there are lighter moments. Belly dancers (but not the good ones) appear regularly on the Baghdad station, Mr. Hangen testifies, along with old Tarzan pictures and other old American films.

## Latin expansion

American Broadcasting-Paramount Theatres has purchased a minority interest in a vhf that will go on the air in December as Costa Rica's first tv station.

The announcement was made jointly by AB-PT President Leonard H. Goldenson and Rene Picado and Carlos M. Reyes, coowners and managers of Televisora de Costa Rica Ltda., San Jose. The ch. 7 station will have its transmitter six miles from the capital city atop a 6,000-foot mountain.

It was pointed out that the decision for a privately-owned station came after five years of uncertainty in Costa Rica over whether tv would be privately or governmentally owned. The purchase was another step, said Mr. Goldenson, in AB-PT's program of aiding tv development in foreign markets by investment and technical and administrative assistance. AB-PT has a minority interest in News Limited of Australia and its tv station (NWS-TV) in Adelaide.

A commercial station went on the air in Beirut in July this year, but it's having a lot of trouble, Mr. Hangen observes. It broadcasts on two channels, one in Arabic, the other divided between French and English. This station uses a lot of BBC and United States Information Service programming, as well as some French shows. There are plans for a second commercial station in Lebanon and some talk about a government-operated system.

Mr. Hangen characterizes the commercial station in Teheran as "limping along," but thinks it will survive.

The fourth Middle East station—in Dhahran—was set up by the Arabian-American Oil Co. primarily for its employes in the oil fields of Eastern Saudi Arabia. Besides carrying a lot of American entertainment products it has many programs concerned with instruction in oil field techniques, safety campaigns and language instruction.

The most ambitious plans for television in the Middle East are those of the Nasser government, Mr. Hangen reports. They encompass a proposed six-station network which would blanket the United Arab Republic with programming centers in Cairo, Alexandria and Damascus. The problem for Nasser is money, which his government doesn't have. Offers to set up the program have been extended by RCA in this country, from the Japanese and from a consolidated communist combine in Poland, Czechoslovakia and Hungary. The Egyptians prefer the American offer because of its superior equipment, Mr. Hangen says, but the decision depends on whether Washington is willing to finance the venture.

### GERMAN TELEVISION
### Jonh Rich, NBC Berlin

How tv stands: 2.5 million sets. Loosely-organized network with stations in Berlin, Hamburg, Cologne and Munich.

MR. RICH

Tv is growing tremendously, particularly in West Germany, reports John Rich. There are quite a few American programs and a little commercial tv on a local basis.

As in most European countries, sets are licensed, with fees going to the Post Office which in turn runs the television system. The amount of television, and the quality, are consequently determined by the density of the population and the amount of money collected in the area.

The Germans, too, are casual about the finer points of television production. They aren't much concerned with switching programs on the hour or half hour, and quite frequently will simply flash a picture of a pretty girl on the screen for five minutes or so between programs.

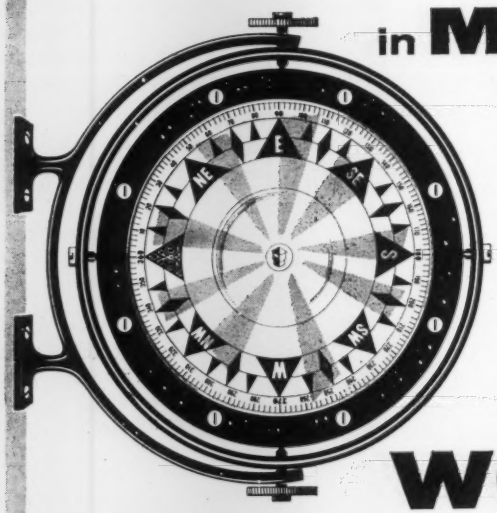
Although the greater number of sets is in West Germany there are more hours of programming in the East, Mr. Rich reports. This is a handy thing for western correspondents who frequently are denied permits to cover news events there. They simply tune in the East German stations.

### FRENCH TELEVISION
### Edwin Newman, NBC Paris

How tv stands: 1.25 million sets. 45 stations, of which at least four (Paris, Lyons Marseilles, Strasbourg) do their own production work—others pick up programming from these four. Broadcasts about five hours daily, one hour in mid-day, rest at night. Many old movies, some variety programs, certain amount of music. Most popular programs are soccer or football games. Non-commercial.

MR. NEWMAN

Tv does not occupy a large part of French life, reports Ed Newman. For one thing, it's too expensive. A 12-inch set costs the equivalent of $300 American, "far more than the average Frenchman dreams of making a month." For



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50,000 WATTS • CBS • WGBS IS ~~MIAMI~~ RADIO

a **STORER** station

National Sales Offices: Call KATZ.

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**MILWAUKEE? NEW HAVEN? BUFFALO?**

***NO, THIS IS "KNOE-LAND"***

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

**JUST LOOK AT THIS MARKET DATA**

| | | | |
|---|---|---|---|
| Population | 1,520,100 | Drug Sales | $ 40,355,000 |
| Households | 423,600 | Automotive Sales | $ 299,539,000 |
| Consumer Spendable Income | $1,761,169,000 | General Merchandise | $ 148,789,000 |
| Food Sales | $ 300,486,000 | Total Retail Sales | $1,286,255,000 |

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

**According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.**

**KNOE-TV**

Channel 8

Monroe, Louisiana

CBS • ABC

A James A. Noe Station

Represented by

H-R Television, Inc.

*Photo: International Paper Company's Natchez Mill, Natchez, Mississippi, which produces dissolving and paper pulp.*


another, the housing shortage is so bad that few people like to spend a lot of time at home, preferring to go out at night to a bar or restaurant or sidewalk cafe. As the housing situation improves, however, Mr. Newman expects tv to become more popular.

Another measure of tv's relative unimportance in France is the scarcity of play given to it by French newspapers. "You never see a front page story about something that happened on television, although you're very likely to see that in London," Mr. Newman comments.

The French government, however, is taking increasing notice of the medium, and President DeGaulle has begun to make "fireside chats" via the medium. Radio is far the more important broadcast medium in that country, he says, with three radio channels, all presenting a "tremendous amount" of music to listeners.

### ITALIAN TELEVISION
**Joseph Michaels, NBC Rome (recently moved to Moscow)**

How tv stands: 1.5 million sets. 40 or more stations, one network that blankets the country. Programming originates in Milan, Bologna, Rome and Naples.

MR. MICHAELS

"Italy is a beautiful, wonderful, exciting country with some of the dullest television in the world."

That's Joe Michaels' summation of the tv picture there. But despite that opinion, he finds it very popular with the Italians. The program structure is quite like the general European pattern, he found, with a lot of sports programming, the usual quota of old movies, "pretty good kids' programs" and a "fair number of lip-synced American products.

All tv in the country is subject to strong censorship, which extends to such things as a young lady's neckline. If it gets too low the reaction is heard instantaneously, he says, due to the strong role the church and its opinion play in setting public standards.

News on Italian tv is on the BBC pattern. It is not exactly slanted toward the ruling Christian Democrat party, Mr. Michaels says, but "the news writers are cautious." Stringers and staff cameramen and reporters are all over the country, he reports. In addition, according to the NBC foreign correspondent, there's a great deal of programming being provided that is originated from mobile units throughout the country.

# Whether it's color or black-and-white...

## you get superb pictures plus long life

### with RCA-6474 and RCA-5820 Image Orthicons

RCA-6474 has long been a leader in color-TV programming because of the high quality picture it produces and its long life. But did you know that it is also a superior camera tube for black-and-white TV? It has excellent *tonal values* and provides good *uniformity of sensitivity* over the entire scanned area. These features plus its outstanding *uniformity of background* and extremely *high signal-to-noise ratio* have gained RCA-6474 acceptance for black-and-white use.

RCA-6474, as well as RCA-5820, incorporates the RCA developed SUPER-DYNODE and MICRO-MESH. These do away with dynode burn, eliminate the need for defocusing to eliminate mesh pattern and moiré effects, improve picture signal output and reduce tube cost per hour of camera operation through increased longevity.

As for RCA-5820, it needs no introduction. This famous Image Orthicon has been setting performance records ever since the original design was introduced in 1949. Best known of all black-and-white camera tubes, its typically long-life provides low tube cost per hour of operation.

Both these leading Image Orthicons, RCA-6474 and RCA-5820, are available from your RCA Electron Tube Distributor. He's set up to serve all your camera tube needs. He's also ready and able to handle your audio needs including high quality RCA Sound Tape. Call him for prompt delivery.

Another way RCA serves the Broadcasting Industry through Electronics

RCA

**RADIO CORPORATION OF AMERICA**

*Electron Tube Division* — *Harrison, N. J.*

# SPOT TV'S 2ND QUARTER UP 22%

## Auto spending accounts for big chunk of increased revenue

Spot tv gross hit nearly $159 million in the second quarter of this year.

This news reported by Television Bureau of Advertising today (Sept. 21) puts national spot tv gross revenue 22% over the same period of last year. The figures were developed by the bureau in cooperation with N. C. Rorabaugh Co. and reflect reporting by 347 stations compared to reporting in the second quarter 1958 by 329 stations of more than $130.3 million.

TvB-Rorabaugh compared those stations (total of 311) which reported both years and found an increased gross expenditure of 16.7%

**High Spots** • As summarized by the bureau these were the highpoint trends in national and regional advertiser investment in spot.

• Automobile spot tv spending in the second quarter more than quadrupled the same period of 1958. Car spot advertising in the second quarter totaled a little over $4 million compared to $917,000 in the 1958 quarter. In the top 100 list: American Motors Corp. with $541,100; Chrysler Corp. (regional dealers), $381,200; Ford Motor Co. (regional dealers), $1,191,300, and General Motors (also regional dealers) $725,700. (The Ford dealers are set to go heavy in spot television again during the new model year and have been increasing their spot tv budgets each year [BROADCASTING, Sept. 7]).

• Procter & Gamble was the top spot spender among national-regional advertisers in the second quarter. P&G spent over $11.7 million. Second-ranking Adell Chemical Co. (Lestoil all-purpose household liquid detergent) invested more than $4.5 million. (Of interest, Texize Chemicals Inc., Adell's competitor in the field—principally in southeastern markets though expanding into other regions—spent $1.3 million-plus in spot tv).

• Largest increase in spot tv activity in the quarter occurred in the daytime

## Spot buying by products in the second quarter of 1959

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS

| | |
|---|---|
| AGRICULTURE | $ 410,000 |
| Feeds, Meals | 248,000 |
| Miscellaneous | 162,000 |
| ALE, BEER & WINE | 12,826,000 |
| Beer & Ale | 12,044,000 |
| Wine | 782,000 |
| AMUSEMENTS, ENTERTAINMENT | 268,000 |
| AUTOMOTIVE | 5,744,000 |
| Anti-Freeze | 1,000 |
| Batteries | 42,000 |
| Cars | 4,080,000 |
| Tires & Tubes | 485,000 |
| Trucks & Trailers | 98,000 |
| Misc. Accessories & Supplies | 1,038,000 |
| BUILDING MATERIAL, EQUIPMENT FIXTURES, PAINTS | 1,240,000 |
| Fixtures, Plumbing, Supplies | 148,000 |
| Materials | 237,000 |
| Paints | 665,000 |
| Power Tools | 79,000 |
| Miscellaneous | 111,000 |
| CLOTHING, FURNISHINGS ACCESSORIES | 4,025,000 |
| Clothing | 2,983,000 |
| Footwear | 835,000 |
| Hosiery | 57,000 |
| Miscellaneous | 150,000 |
| CONFECTIONS & SOFT DRINKS | 7,783,000 |
| Confections | 2,819,000 |
| Soft Drinks | 4,964,000 |
| CONSUMER SERVICES | 4,908,000 |
| Dry Cleaning & Laundries | 10,000 |
| Financial | 745,000 |
| Insurance | 874,000 |
| Medical & Dental | 48,000 |
| Moving, Hauling, Storage | 204,000 |
| Public Utilities | 2,148,000 |
| Religious, Political, Unions | 451,000 |
| Schools & Colleges | 35,000 |
| Miscellaneous Services | 393,000 |
| COSMETICS & TOILETRIES | 13,349,000 |
| Cosmetics | 2,854,000 |
| Deodorants | 2,058,000 |
| Depilatories | 43,000 |
| Hair Tonics & Shampoos | 2,904,000 |
| Hand & Face Creams, Lotions | 1,138,000 |
| Home Permanents & Coloring | 1,684,000 |
| Perfumes, Toilet Waters, etc. | 229,000 |
| Razors, Blades | 317,000 |
| Shaving Creams, Lotions, etc. | 343,000 |
| Toilet Soaps | 1,560,000 |
| Miscellaneous | 219,000 |
| DENTAL PRODUCTS | $3,176,000 |
| Dentifrices | 2,239,000 |
| Mouthwashes | 682,000 |
| Miscellaneous | 255,000 |
| DRUG PRODUCTS | 9,966,000 |
| Cold Remedies | 995,000 |
| Headache Remedies | 2,061,000 |
| Indigestion Remedies | 2,556,000 |
| Laxatives | 747,000 |
| Vitamins | 1,033,000 |
| Weight Aids | 596,000 |
| Miscellaneous Drug Products | 1,714,000 |
| Drug Stores | 264,000 |
| FOOD & GROCERY PRODUCTS | 43,240,000 |
| Baked Goods | 7,857,000 |
| Cereals | 3,930,000 |
| Coffee, Tea & Food Drinks | 8,787,000 |
| Condiments, Sauces, Appetizers | 2,026,000 |
| Dairy Products | 2,684,000 |
| Desserts | 270,000 |
| Dry Foods (Flour, Mixes, Rice, etc.) | 4,888,000 |
| Fruits & Vegetables, Juices | 2,556,000 |
| Macaroni, Noodles, Chili, etc. | 428,000 |
| Margarine, Shortenings | 2,493,000 |
| Meat, Poultry & Fish | 2,666,000 |
| Soups | 81,000 |
| Miscellaneous Foods | 1,753,000 |
| Miscellaneous Frozen Foods | 318,000 |
| Food Stores | 2,503,000 |
| GARDEN SUPPLIES & EQUIPMENT | 369,000 |
| GASOLINE & LUBRICANTS | 7,196,000 |
| Gasoline & Oil | 6,656,000 |
| Oil Additives | 436,000 |
| Miscellaneous | 104,000 |
| HOTELS, RESORTS, RESTAURANTS | 112,000 |
| HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES* | 13,582,000 |
| Cleaners, Cleansers* | 10,815,000 |
| Floor & Furniture Polishes, Waxes | 1,360,000 |
| Glass Cleaners | 120,000 |
| Home Dry Cleaners | 453,000 |
| Shoe Polish | 616,000 |
| Miscellaneous Cleaners | 218,000 |
| HOUSEHOLD EQUIPMENT—APPLIANCES | 1,365,000 |
| HOUSEHOLD FURNISHINGS | 767,000 |
| Beds, Mattresses, Springs | 472,000 |
| Furniture & Other Furnishings | 295,000 |
| HOUSEHOLD LAUNDRY PRODUCTS | 9,740,000 |
| Bleaches, Starches | 2,116,000 |
| Packaged Soaps, Detergents* | 7,147,000 |
| Miscellaneous | 477,000 |
| HOUSEHOLD PAPER PRODUCTS | $1,428,000 |
| Cleansing Tissues | 107,000 |
| Food Wraps | 548,000 |
| Napkins | 39,000 |
| Toilet Tissue | 407,000 |
| Miscellaneous | 327,000 |
| HOUSEHOLD, GENERAL | 2,245,000 |
| Brooms, Brushes, Mops, etc. | 153,000 |
| China, Glassware, Crockery, Containers | 375,000 |
| Disinfectants, Deodorizers | 377,000 |
| Fuels (heating, etc.) | 45,000 |
| Insecticides, Rodenticides | 802,000 |
| Kitchen Utensils | 52,000 |
| Miscellaneous | 441,000 |
| NOTIONS | 171,000 |
| PET PRODUCTS | 1,647,000 |
| PUBLICATIONS | 50,000 |
| SPORTING GOODS, BICYCLES, TOYS | 825,000 |
| Bicycles & Supplies | 7,000 |
| Toys & Games | 732,000 |
| Miscellaneous | 86,000 |
| STATIONERY, OFFICE EQUIPMENT | 20,000 |
| TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS | 319,000 |
| Radio & Television Sets | 126,000 |
| Records | 33,000 |
| Miscellaneous | 160,000 |
| TOBACCO PRODUCTS & SUPPLIES | 7,770,000 |
| Cigarettes | 6,990,000 |
| Cigars, Pipe Tobacco | 659,000 |
| Miscellaneous | 121,000 |
| TRANSPORTATION & TRAVEL | 1,082,000 |
| Air | 587,000 |
| Bus | 285,000 |
| Rail | 206,000 |
| Miscellaneous | 4,000 |
| WATCHES, JEWELRY, CAMERAS | 1,121,000 |
| Cameras, Accessories, Supplies | 504,000 |
| Clocks & Watches | 1,000 |
| Jewelry | 34,000 |
| Pens & Pencils | 543,000 |
| Miscellaneous | 39,000 |
| MISCELLANEOUS | 2,160,000 |
| Trading Stamps | 205,000 |
| Miscellaneous Products | 921,000 |
| Miscellaneous Stores | 1,034,000 |
| TOTAL | $158,904,000 |

*Starting with the 4th Quarter 1958, liquid cleaners (i.e. Lestoil) now included in subclass, "cleaners, cleansers."

# American's 707 Jet Flagships—now serving New York, Los Angeles, Boston, Chicago, Washington-Baltimore, San Francisco, Dallas-Ft. Worth

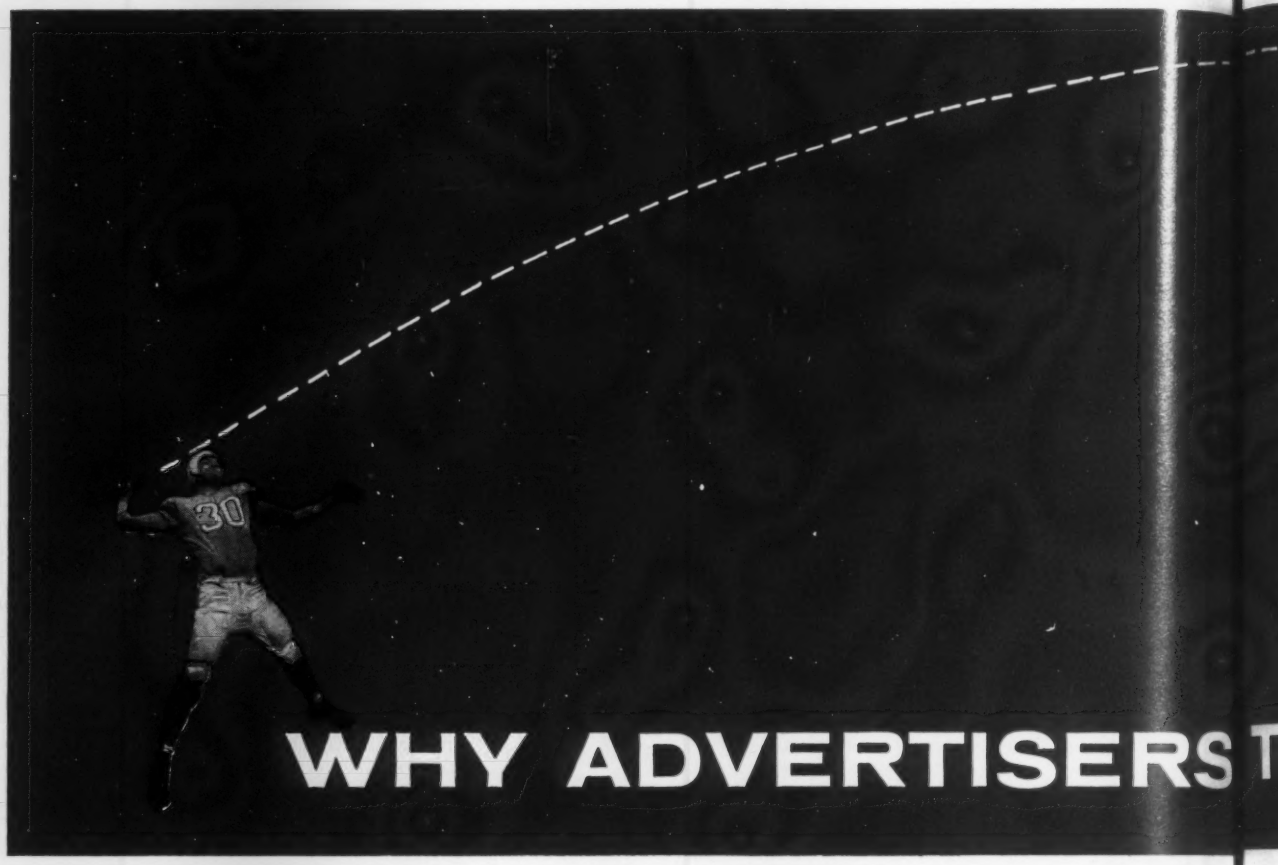
FLY AMERICAN—Jet leader across the U. S. A., with more flights being added constantly!

In American's 707 Jet Flagships, you'll find true living room comfort at nearly 600 miles an hour. Spacious and silent, the 707 brings real enjoyment to transcontinental travel.

Enjoy American's magnificent meals aloft, as you relax in air conditioned, *radar-guided* comfort. Seats are wider, deeper, softer.

Every Jet Flagship flight offers you the choice of deluxe Mercury or economical Royal Coachman accommodations. When you get there, you'll find your bags waiting. American's *Baggage Expediter System* has your bags ready without delay.

**AMERICAN AIRLINES—THE JET AIRLINE**



# WHY ADVERTISERS T

On the football field, nothing gains so much ground so fast as a smooth-working aerial offensive.

On the far bigger field of today's retailing — whether local, regional or national — the direct route to selling that scores is also via the air. Well-aimed Radio campaigns are carrying more and more advertisers' messages over the competition's line, into profitable backfields where sales are made.

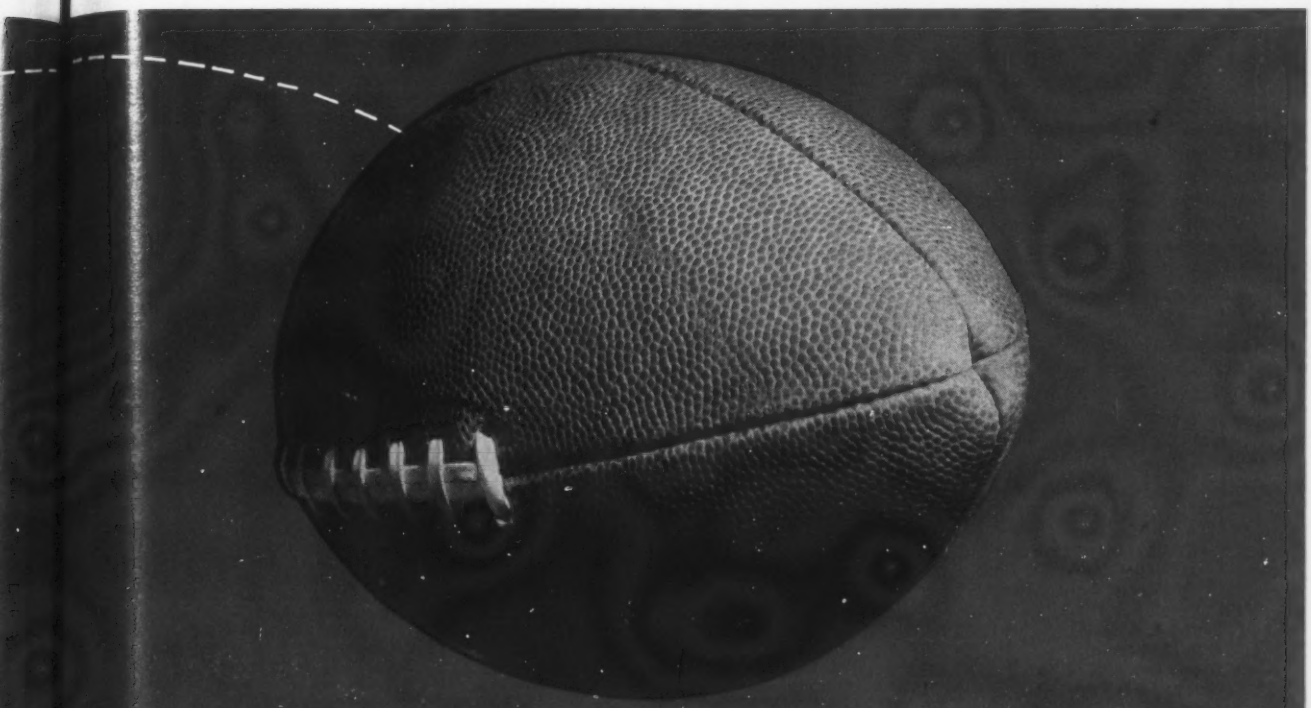
The renaissance of Radio in the face of dour prophecies from the sidelines is a matter of record. Last year, Radio scored a gain of approximately 10% in dollar volume — proportionately more than any other major medium — and also upped its share of total advertising appropriations by over 5%. In short, the once-mourned ghost has never been so solid and substantial as it is today.

If you haven't lately examined the bulging dimensions of the Radio medium at the kick-off of its 1959-60 season, the following facts belong in your program:

- there are now 4,032 broadcasting stations (3,399 AM; 633 FM) on the air.
- 49,320,000 U.S. homes have one or more Radio sets — representing almost 97% national coverage.
- last year, 14,777,000 more sets were sold.
- 37,900,000 automobiles now have Radio receivers, RAB reports.
- excluding out-of-home listening, the average home spends nearly two hours a day tuned in to Radio.
- 1958 was one of Radio's biggest years yet, with $616,000,000 of advertisers' money invested in this medium.
- during the first half of 1959, RAB reports 90.6% of the top 100 advertisers (excluding liquor) used Radio—and more than 1,500 national and regional brands were being sold by Radio.

Just as on the gridiron, statistics don't necessarily tell the whole story about a team or the kind of game it plays. For in its three-and-a-half decades of existence, the character of Radio as a medium has changed drastically — and, most of all, in the past few years. So omnipresent and all-pervasive is its force that millions (including advertisers) often take it for granted.

Yet Radio is the only true "24-hour medium". It has moved out of the parlor into every part of the home. The multiple-set household has become the rule rather than the exception. Radio awakens people in the morning, joins them at breakfast, rides with them to work or shopping, helps lighten housekeeping tasks, fills the final moments before bedtime. Radio travels to beaches and lakes and picnics; its voice is heard in shops and factories and business places.



# TAKE TO THE AIR...

Compacted into tiny transistorized "personal radios" it becomes standard equipment in purses and pockets. It beguiles teen-agers and octogenarians alike. It supplies the nation's major source of hour-by-hour news,* the latest scores, the newest tunes. Radio has something for everyone — and virtually everyone is a Radio listener!

Despite its quiet power and universally-proven influence, the medium of Radio won only six cents out of every advertising dollar spent during 1958. This year, the share promises to be greater. But it is still less than the selling potential of America's most all-embracing instrument of communication truly deserves.

Have *you* looked at Radio's advertising merits lately? Have you evaluated its renewed vigor . . . its remarkable economy . . . its realistic ability to sell and *keep* sold more people at less cost than any other medium in the whole roster of advertising methods?

*Maybe you're missing something.* Maybe, in fact, you're missing out on one of the biggest sales-builders at the command of today's businessmen. Why not find out for sure before somebody else does? Because Radio, you see, is a daily friend of more customers than any other advertising medium in all of America!

* *Example? An RAB survey shows that 55.8% of the public would seek to verify a war rumor by tuning in Radio. Only 23.3% said they'd rely on newspapers; 20.9%, television.*

## WE *BELIEVE* IN RADIO

**That's why we are publishing this advertisement in its behalf. Since 1931, BROADCASTING Magazine has been *THE* authoritative reporter of everything new and significant in the field of electronic media and broadcast advertising. With the largest (by far) editorial and news-gathering staff in its field . . . the most extensive background of knowledge about every phase of broadcasting . . . and the prestige of having literally "grown up" with this multi-million dollar business — it is only logical for BROADCASTING to be recognized as the most authentic, most widely-read journal in the fast-moving realm of Radio (and Television).**

**BROADCASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

*A member of the Audit Bureau of Circulations*

periods where expenditures reached over the $59 million mark compared to the $44.5 million level in last year's second quarter. Nighttime spot also increased: $80.4 million compared to $73.1 million. As for late night, the rise was $19.2 million compared to $12.6 million in last year's quarter.

• Spot announcements accounted for the most spot activity. Over $120.6 million was spent for announcements.

• Food and grocery products came in as No. 1 single classification. Amount here was $43.2 millions.

Six advertisers appeared in the top 100 listing for the first time in any quarter. These were American Motors, General Motors Regional Dealers, Philco Corp., Purex Corp., Revere Camera Co. and Sonny Boy Co.

ESTIMATED EXPENDITURES OF SECOND QUARTER 1959
(Source: TvB-Rorabaugh)

| RANK | | |
|---|---|---|
| 1. | Procter & Gamble | $11,764,800 |
| 2. | Adell Chemical Co. | 4,581,700 |
| 3. | Colgate-Palmolive Co. | 3,839,100 |
| 4. | General Foods Corp. | 3,831,700 |
| 5. | Lever Brothers Co. | 3,276,400 |
| 6. | Continental Baking Co. | 2,801,000 |
| 7. | American Home Products Corp. | 2,348,300 |
| 8. | Miles Laboratories, Inc. | 2,004,300 |
| 9. | Warner-Lambert Pharma. Co. | 1,990,200 |
| 10. | Brown & Williamson Tob. Co. | 1,889,200 |
| 11. | Borden Co. | 1,739,200 |
| 12. | Kellogg Company | 1,662,600 |
| 13. | J. A. Folger & Co. | 1,463,300 |
| 14. | International Latex Corp. | 1,409,100 |
| 15. | Texize Chemicals Inc. | 1,345,800 |
| 16. | Revlon Inc. | 1,323,000 |
| 17. | Philip Morris Inc. | 1,301,900 |
| 18. | Ford Motor Co., Regional Dlrs. | 1,191,300 |
| 19. | R. J. Reynolds Tobacco Co. | 1,189,500 |
| 20. | Bristol-Myers Co. | 1,162,800 |
| 21. | Corn Products Co. | 1,140,900 |
| 22. | Anheuser-Busch Inc. | 1,129,400 |
| 23. | Carter Products Inc. | 1,115,000 |
| 24. | P. Lorillard & Co. | 1,107,400 |
| 25. | General Mills Inc. | 1,098,300 |
| 26. | Coca-Cola Co. Bottlers | 962,700 |
| 27. | Avon Products Inc. | 945,800 |
| 28. | Standard Brands Inc. | 943,900 |
| 29. | Robert Hall Clothes | 894,500 |
| 30. | Andrew Jergens Co. | 876,400 |
| 31. | Sterling Drug, Inc. | 859,200 |
| 32. | Pepsi Cola Co. Bottlers | 850,500 |
| 33. | Ward Baking Co. | 842,700 |
| 34. | Lanolin Plus Inc. | 799,700 |
| 35. | American Tobacco Co. | 793,200 |
| 36. | Welch Grape Juice Co. | 738,200 |
| 37. | Pam Enterprises Inc. | 729,000 |
| 38. | Food Mfgrs., Inc. | 727,500 |
| 39. | General Motors Regional Dlrs. | 725,700 |
| 40. | National Biscuit Co. | 707,500 |
| 41. | Jacob Ruppert | 703,000 |
| 42. | Drug Research Corp. | 638,000 |
| 43. | Liggett & Myers Tobacco Co. Inc. | 679,500 |
| 44. | Pabst Brewing Co. | 679,400 |
| 45. | Carling Brewing Co. Inc. | 670,600 |
| 46. | Gillette Co. | 664,200 |
| 47. | Purex Corp. Ltd | 663,100 |
| 48. | Wesson Oil & Snow Drift | 657,100 |
| 49. | Shell Oil Co. | 634,500 |
| 50. | Continental Wax Corp. | 617,100 |
| 51. | Tidewater Oil Co. | 612,500 |
| 52. | B. T. Babbitt Co. Inc. | 611,800 |
| 53. | Norwich Pharmacal Co. | 601,900 |
| 54. | Falstaff Brewing Corp. | 589,900 |
| 55. | Sun Oil Co. | 585,400 |
| 56. | Theo. Hamm Brewing Co. | 582,200 |
| 57. | Pharma-Craft Co. | 573,000 |
| 58. | Hertz Corp. | 542,100 |
| 59. | American Motors Corp. | 541,100 |
| 60. | Helena Rubinstein Inc. | 530,000 |
| 61. | Standard Oil Co. of Calif. | 527,900 |
| 62. | Parker Pen Co. | 516,200 |
| 63. | Sonny Boy Company | 507,900 |
| 64. | Wm. Wrigley, Jr. Co. | 495,900 |
| 65. | Esso Standard Oil Co. | 481,000 |
| 66. | U. S. Rubber Co. | 472,500 |
| 67. | Exquisite Form Brassiere | 470,900 |
| 68. | U. S. Borax & Chemical Co. | 465,300 |
| 69. | Alberto-Culver Co. | 461,300 |
| 70. | Ralston-Purina Co. | 461,100 |
| 71. | Helene Curtis Industries | 457,700 |
| 72. | Associated Products Inc. | 455,500 |
| 73. | E. F. Drew Co. Inc. | 448,800 |
| 74. | Standard Oil Co. of Ind. | 442,400 |
| 75. | American Chicle Co. | 440,600 |
| 76. | National Cranberry Assn. | 439,200 |
| 77. | Duffy-Mott Co. | 439,100 |
| 78. | Jos. E. Schlitz Brewing Co. | 437,800 |
| 79. | Atlantic Refining Co. | 435,900 |
| 80. | Revere Camera Co. | 432,200 |
| 81. | Chock-Full-O'Nuts Corp. | 421,500 |
| 82. | Wilson & Co. Inc. | 421,300 |
| 83. | M. J. B. Co. | 418,700 |
| 84. | Armour & Co. | 418,400 |
| 85. | Max Factor & Co. | 416,700 |
| 86. | Safeway Stores Inc. | 408,800 |
| 87. | S. C. Johnson & Son Inc. | 393,300 |
| 88. | American Bakeries Co. | 391,300 |
| 89. | Pacific Tel. & Tel. Co. | 388,600 |
| 90. | P. Ballantine & Sons | 383,500 |
| 91. | Chrysler Corp. Regional Dlrs. | 381,200 |
| 92. | Glamorene Inc. | 376,000 |
| 93. | Salada-Shirriff-Horsey Inc. | 375,600 |
| 94. | Bon Ami Co. | 368,900 |
| 95. | Dr. Pepper Co. Bottlers | 366,500 |
| 96. | Interstate Bakeries Corp. | 358,200 |
| 97. | National Brewing Co. | 356,900 |
| 98. | Block Drug Co. | 356,300 |
| 99. | Beech-Nut Life Savers Inc. | 354,600 |
| 100. | Philco Corp. | 354,200 |

## Textiles 'wear well' on television

The first exclusively textile industry-sponsored major weekly network show gets underway tonight (Sept. 21) when E.I. duPont de Nemours & Co., Textile Fibers Dept., Wilmington, Del., starts its *duPont Show With June Allyson* on CBS-TV (Mon., 10:30-11 p.m. EDT).

Below is a scene from one of the program's first three commercials. Wearing a sweater made of duPont's "Orlon" acrylic fiber, the model is called "confident and at ease anywhere," as she pours coffee from a thermos bottle for her husband's college chum at their annual college homecoming celebration.

I dreamed I went to homecoming in my Orlon sweater

The minute-long commercial is one of a series for various textile fiber products prepared and written jointly by duPont and its agency, BBDO, New York. It was produced and filmed by Screen Gems Inc., Hollywood, under the direction of Phil Patton.

Some 650 executives of textile mills and converters attended duPont's "Look to the 60's" presentation last Monday (Sept. 14) at New York's Plaza Hotel ballroom. Honored guest was June Allyson, who will serve as hostess for all programs in the dramatic series, narrator of some, and star of one-third of the shows. She appears in the premiere show entitled "Those We Love." Series producer is Alvin Cooperman. Four Star Films Inc., Hollywood, headed by Miss Allyson's husband, Dick Powell, handles physical production of the series. Miss Allyson's hostess wardrobe, also featuring duPont fiber textiles, will be designed by Howard Shoup. Jack Smight is series director.

# FOUR TIMES YOUR MONEY'S WORTH

In Shreveport, one of America's fastest growing markets, you get a lot more for your money when you specify KTBS-TV, Channel 3.

All Nielson surveys show KTBS-TV the dominant station in a market over four times larger than Shreveport's metropolitan area in population and income. Here is coverage that really counts—1,318,600 people with $1,661,784,000 to spend.

**Ask your Petry man for the story on the FULL Shreveport market. You'll find KTBS-TV not only gives you your money's worth, but more, lots more.**

CHANNEL 3 KTBS TV SHREVEPORT LOUISIANA

NBC ABC

E. Newton Wray, Pres. & Gen. Mgr.

# TURNING 'UGH' INTO 'AHH' ON TV

## Tv code board issues new guide for personal product commericals

The armpit, runny nose and titillating torso are overdue for a tv clean-up, according to NAB's Television Code Review Board.

Over the weekend the board issued a series of do's and don't's designed to remove the stigma from some tv commercials for laxatives, deodorants, dipilatories, toilet tissues, cold and headache remedies, corn and callous cures, and foundation garments.

The set of suggested rules is designed to guide broadcasters, advertisers, agencies and related groups in their tv promotion for intimate products (see text of rules, this page).

After months of study, preceded by years of monitoring and review, the code board has developed a guide it hopes will take the public off telecasters' necks by removing resentment against personal products commercials. Taking the thesis that tv is a fine medium for personal products and most of these commercials are in good taste, the board indicated fear this type of advertising might get out of hand unless something is done. The remedy it recommends is based on five months of study by a special personal-products subcommittee headed by E. K. Hartenbower, KCMO-TV Kansas City.

**Sit-Down Strike** • The code board took its most drastic step to purify personal-products advertising last June when 30 stations either quit the code or were booted out for carrying commercials for Preparation H, a hemorrhoid remedy of American Home Products (Whitehall Labs.) (BROADCASTING, June 20). Ted Bates, New York, is agency for the product.

The intimate personal products class at which the new guide is directed runs about $50 million a year in tv advertising. Preparation H alone is a $1 million tv account (BROADCASTING, Aug. 24).

Donald H. McGannon, Westinghouse Broadcasting Co., code board chairman, voiced hope the do's and don't's will improve the calibre of tv commercials. He is a member of the three-man Hartenbower subcommittee along with Gaines Kelley, WFMY-TV Greensboro, N.C.

The subcommittee's report, as made public, summarizes its findings. "It is vital to all that advertising presented on this powerful yet intimate medium be compelling and effective and, at the same time, welcome in the living room of any home in America," the report said.

It recalled a special national survey on audience attitudes conducted late last year. The results are kept secret but the subcommittee revealed it showed "negative opinions of the viewing public that should be of great interest to responsible advertisers, their agencies and to broadcasters."

**Customer Conferences** • During the summer the subcommittee held a series of meetings with Assn. of National Advertisers Federation of America and American Assn. of Advertising Agencies. These were designed to get advertising industry views on personal products, especially the intimate ones, and on the problem of keeping tv advertising at a high level.

The code officials have noted a steady increase of critical comment from the public. "Comment within the broadcasting industry has been frank and often disturbing," the subcommittee added, citing one unnamed broadcaster who spoke of "the progressive deterioration of our commercial standards . . . a deterioration that in certain areas has reached almost scandalous proportions." The broadcaster continued, "Even more dangerous is the prospect of the loss of respect of our viewers for our medium. Once gone it will be difficult to regain. Can't we clean this up now?"

Convinced that public, broadcaster and press comment showed the need for action in the personal products field, the subcommittee recalled that an interpretation (No. 4, 1956) of the code defined hemorrhoid remedies and femi-

CONTINUED on page 54

## HOW TO GET PERSONAL ON TELEVISION

A guide to good taste in personal-products advertising on television was issued Sept. 20 by the NAB Television Code Review Board (see story this page). The guide covers advertising of laxatives, deodorants, depilatories, toilet tissue, cold and headache remedies, corn and callous remedies and foundation garments. The text follows:

### LAXATIVES

**Avoid:** Techniques which overdramatize the discomfort of one requiring a laxative, which emphasize the speed or efficiency of the laxative, which duplicate the mechanics of elimination by charts or props.

**Seek:** Techniques which demonstrate the pleasant *after* effects of the product, and dramatic settings connected with places other than the family bathroom.

### DEODORANTS

**Avoid:** Graphic words like "sweat" and "odor," camera shots which show the arm pit or the actual application of the deodorant, those which demonstrate the deleterious effects of perspiration on clothing, settings connected with unpleasant odors.

**Seek:** Clinical words like "perspiration," visual devices like the "silhouette" technique which lend an impersonal air, techniques which imply cleanliness and good grooming after use of the product.

### DEPILATORIES
### (Including body lotions, women's razors and electric shavers.)

**Avoid:** Wording or camera shots which depict axillary or body hair as "unsightly" or "bristly," camera emphasis on the arm-pit area, scenes which show the actual process of hair removal from legs or face, settings or costuming over-emphasizing sexual attraction.

**Seek:** Situations, settings and descriptions which dwell on high fashion or good grooming, which are associated with the purchase or after effects of the product.

### TOILET TISSUE

This category seems the most "sensitive" of the seven product categories in the study. With rare exception most television advertising for toilet tissue was found to be in excellent taste, undoubtedly because of the need of special decorum and delicacy in treating the product.

**Avoid:** More blunt terms for the product such as "toilet paper," direct descriptions and demonstrations of its softness, strength or tearing qualities, settings associated with its actual use.

**Seek:** Techniques which have a fantasy or fictional air, settings associated with the purchase or storage of the product, devices which describe or compare the tissue indirectly.

### COLD and HEADACHE REMEDIES

The committee studied commercials for the popular analgesic headache rem-

CONTINUED on page 56

# AD MEN!

## *The party's on Joe, Larry and Tony!*

## WIN A GRAND IN OUR WORLD SERIES *Scoreboard* CONTEST!

You've dished out lots of contest prizes yourself. Now it's your turn to be on the receiving end of the money. $1,000.00 Cash!

Simply forecast the score of the forthcoming World Series, in accordance with the rules printed below. You may use the scorecard on this page, or any old office form. The Contest is open to all advertising agency personnel; all client advertising personnel (including marketing, research, brand managers); and all network personnel. One winner – one prize! $1,000.00 in cash! One entry to a customer, please.

### KEL-O-LAND *TV*

*103 counties, 246,000 tv homes*

**KELO-TV** *Sioux Falls, plus boosters:*
**KDLO-TV** *Watertown-Aberdeen-Huron*
**KPLO-TV** *Chamberlain-Pierre-Valentine*

**JOE FLOYD,** President
**EVANS NORD,** General Manager

Represented by H-R

### WLOL AM/fm

*Minneapolis-St. Paul*

*The Twin Cities' Livewire Station!*
*Topping All Independents!*

**LARRY BENTSON,** President
**WAYNE 'RED' WILLIAMS,** Sales Manager

Represented by AM SALES

### KSO Radio

*Des Moines and Centraliowa*

*Radio on the GO!*
*Now topping three network stations!*
*Most quarter-hour gains of all stations!*
*And you still get that low, low cost per mmmmmm.*

Phone TONY MOE
at KSO or contact H-R Reps.

**CONTEST RULES:**

The $1,000.00 cash prize will be awarded to the entrant forecasting nearest correctly the total runs scored by both teams combined in the entire Series. In the event of ties, the nearest correct total Series score of each team will count. Should there still be tieing entries, the tie-breakers will be, in this order — the nearest correct number of games played as shown on your scoreboard; and the nearest correct scoring, game by game.

Mail your entry to **WORLD SERIES CONTEST,** in care of WLOL RADIO, Minneapolis 2, Minn. Entries must be postmarked no later than September 28, 1959.

WORLD SERIES CONTEST
c/o WLOL RADIO, Minneapolis 2, Minn.
Please check my World's Series scoreboard, and send me the "grand."

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total |
|---|---|---|---|---|---|---|---|---|
| AMERICAN LEAGUE | | | | | | | | |
| NATIONAL LEAGUE | | | | | | | | |

*My Name*.....

*Position*.....*Company*.....

*Address*.....

# FURTHER PROOF

. . . that one day's headlines are the next day's lunch wrappers! The world doesn't stand still—and neither have we since Conrac Plant No. 2 went up in flames!

*Here's What We're Doing*

- New quarters have been leased for production of the Conrac monitor line.
- Shipments of monitors will start in September — *less than six weeks after the fire!*
- Construction of a big, modern plant for increased capacity, is already underway.

Be patient for a *short* time—have monitor equipment that lasts a *long* time and gives you dependable, trouble-free operation . . . that's Conrac, of course. Place your orders now!

EIA MEMBER ELECTRONIC INDUSTRIES ASSOCIATION

**CONRAC, INC.**

Makers of Fine Fleetwood Home Television Systems

Glendora, California

Telephone: Covina, California, EDgewood 5-0541

CONTINUED from page 52

nine hygiene products as "intimately personal."

Personal products create special tv problems requiring special emphasis on ethics and canons of good taste, the report continued, cautioning against material describing or dramatizing distress or morbid situations involving ailments whether by spoken word, sound or visual effects.

For example, the report said, the average American adult or child is accustomed to seeing toilet tissue, deodorants and laxatives on open display whereas feminine hygiene products are wrapped in plain paper. Rectal suppositories or applicators are usually concealed from display, it said, adding:

"In print media, advertising of intimately personal products usually is set in agate type surrounded by other copy or art on the inside pages. In television, the only thing available is the 'full page', if you will, 'the front page', with nothing competing for eye attraction. All presentations must be treated with special care."

**Gray Area** • Some of the code problems center around the elusive standards of good taste, influenced by age, sophistication, education, geography, individual preferences and many other factors. The set of do's-and-don't's is based on "common-sense guideposts," the report explains, and recognizes the need for flexibility.

Mr. McGannon pointed out that a Hollywood office has been opened by the code board because film firms supply "over 40% of the program material used on television." He said commercial monitoring has been greatly increased, covering all major and medium markets. Code board members will review the whole problem at each of the eight NAB Fall Conferences starting in Washington Oct. 15.

"Personal" and "intimately personal" products involve different problems, it is emphasized in the subcommittee report. Broadly the latter group involves products deemed "unsuitable conversational topics in mixed social groups." The subcommittee found "repeated exposure" often is more annoying than bad taste.

The full code board met Tuesday (Sept. 15) in New York after a Monday session of the subcommittee. Attending the meeting besides the subcommittee were the other two members, Mrs. A. Scott Bullitt, KING-TV Seattle, and Joseph Herald, KBTV (TV) Denver. Attending for NAB were President Harold E. Fellows; Thad H. Brown Jr., tv vice president; Douglas A. Anello, chief counsel; Edward H. Bronson and Harry Ward, director and assistant director of tv code affairs.

Big, new 50,000-watt KRLA Radio booms a big, new sound—Modern Radio Los Angeles—into America's fastest-moving market. It's new, it's power packed and it's smack at 1110, dead center on the dial. New, million-dollar selling personalities! New audience impact! New million-dollar coverage throughout Southern California—99 99/100% perfect! KRLA is a *must-buy* in Los Angeles radio. And the availabilities are *prime*. Your future is right *now* on KRLA . . . Modern Radio Los Angeles.

For a *franchise* in prime time, at lowest cost, on a 50,000-watt leader in the nation's *number-one* radio market, buy now!

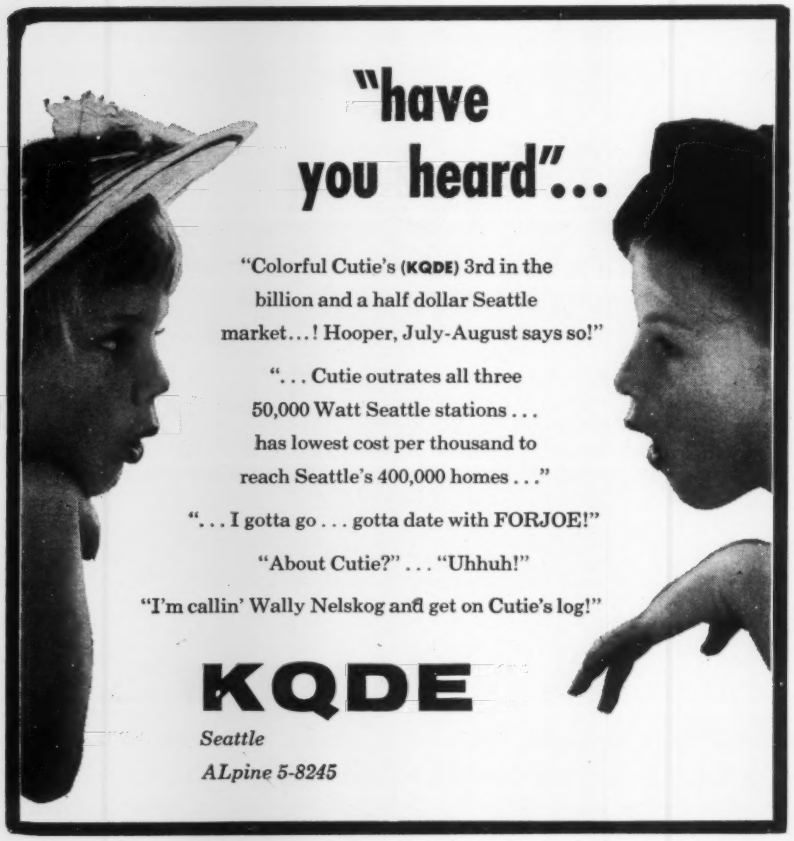
MODERN RADIO / LOS ANGELES

**KRLA**

DIAL 1110 / 50,000 WATTS

6381 Hollywood Boulevard., Los Angeles 28, Hollywood 2-7388
Ed Schulz, General Manager

Represented Nationally by Donald Cooke Inc.
New York, Chicago, San Francisco. Jack Heatherington, St. Louis


"have you heard"...
"Colorful Cutie's (KQDE) 3rd in the billion and a half dollar Seattle market...! Hooper, July-August says so!"
"... Cutie outrates all three 50,000 Watt Seattle stations ... has lowest cost per thousand to reach Seattle's 400,000 homes ..."
"... I gotta go ... gotta date with FORJOE!"
"About Cutie?" ... "Uhhuh!"
"I'm callin' Wally Nelskog and get on Cutie's log!"
KQDE
Seattle
ALpine 5-8245

"must" reading for advertisers and agencies...
OKLAHOMA'S BIGGEST COMMUNITY
The KWTV Community—a 54-county area—is a community created and held together by SERVICE.
The variety, depth and quality of KWTV programming and promotion services are key factors in its leadership. Within the pages of this brochure, you will find reasons for—and evidence of—the remarkably keen communitywide interest which the KWTV brand of service generates.
Write for your copy ... you'll find it a helpful tool in making market coverage decisions.
from
KWTV oklahoma city
CBS
BUY the TOWER with SALESpower in Oklahoma!
Represented by
Edward Petry & Co., Inc.
The Original Station Representative


CONTINUED from page 52

edies, nasal sprays and decongestants. In its opinion most unfavorable reaction from the viewing audience comes from annoyance after repeated exposure rather from any offense to good taste.

**Avoid:** The overuse of visual devices of the circulatory, digestive or nasal systems, sound effects or copy which describe discomforts morbidly.

**Seek:** Audio and video techniques which show the pleasant after-effects and relief gained from the product, visual demonstrations which rely on the abstract rather than graphic.

### CORN and CALLOUS REMEDIES
### (Including athlete's foot preparations and foot powders)

**Avoid:** Words like "itching" and "burning," visual dramatizations of foot discomfort, presentations showing the product in actual use.

**Seek:** Means of demonstration by comparison and techniques which show the product as an adjunct to good grooming or well-being.

### FOUNDATION GARMENTS

Problems of taste in the six preceding categories have centered on techniques which might tend to disgust or repel the viewer. Commercials for foundation garments, bras and girdles, because of their real or implied association with sex, can create problems of offense to propriety or decency. The committee emphasizes the need for special care on the part of the advertiser in creating the commercial and great caution on the part of the broadcaster in scheduling it.

**Avoid:** The use of "live" models unless fully clothed, copy appeals or camera shots emphasizing sexual allurement, copy appeals to teen-agers, demonstration with the human hand, overuse of close-ups.

**Seek:** Copy appeals of style and fashion, the use of "dummies" or visual devices like the "ectoplasm" technique which demonstrate the garment rather than the body.

Any self-examination must contain negative elements. The committee reemphasizes that it is among the strongest proponents of commercial television. It believes without question that television is ideally suited for the advertising of most personal products. It has found that the great majority of these products are presented tastefully and effectively, are indeed welcomed into the home. The committee's prime object is to encourage such television advertising.

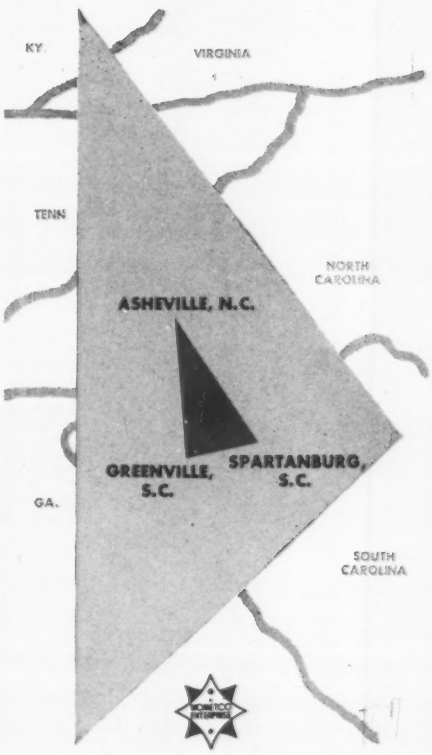
To do so requires the ingenuity and cooperation of advertiser, agency and broadcaster, an unbeatable combination working together and moving toward the same objectives.

Highest
tower
in the south

# WLOS-TV IS THE MONARCH OF ALL THE SURVEYS!

**NO MATTER WHAT MEASUREMENT SURVEY YOU PICK, YOU'LL FIND WLOS-TV REIGNS SUPREME IN THE RICH, 62-COUNTY, SIX-STATE CAROLINA TRIAD!**

According to NCS #3, only WLOS-TV *delivers* all of this *billion-dollar-plus* market. It has the highest total circulation, including the largest night-time weekly circulation. ARB credits WLOS-TV with airing 7 of the Triad's top 10 programs. And Nielsen shows WLOS-TV in first place in daytime television every day of the week. Have your PGW Colonel show you what WLOS-TV can do for your clients in the Carolina Triad!




towering new force in Southeastern TV

abc WLOS-TV

Unduplicated ABC in
Greenville • Asheville • Spartanburg

WLOS AM-FM

*Represented by: Peters, Griffin, Woodward, Inc. • Southeastern Representatives: James S. Ayers, Co.*

# ADVERTISER & MEDIA MEN TURN TALENT

Prominent executives in advertising and broadcasting appear as "talent" in *The Sword and The Quill,* a special half-hour film produced by CBS public-affairs for telecast Sept. 27 on CBS-TV (5:30-6 p.m.). EDT.

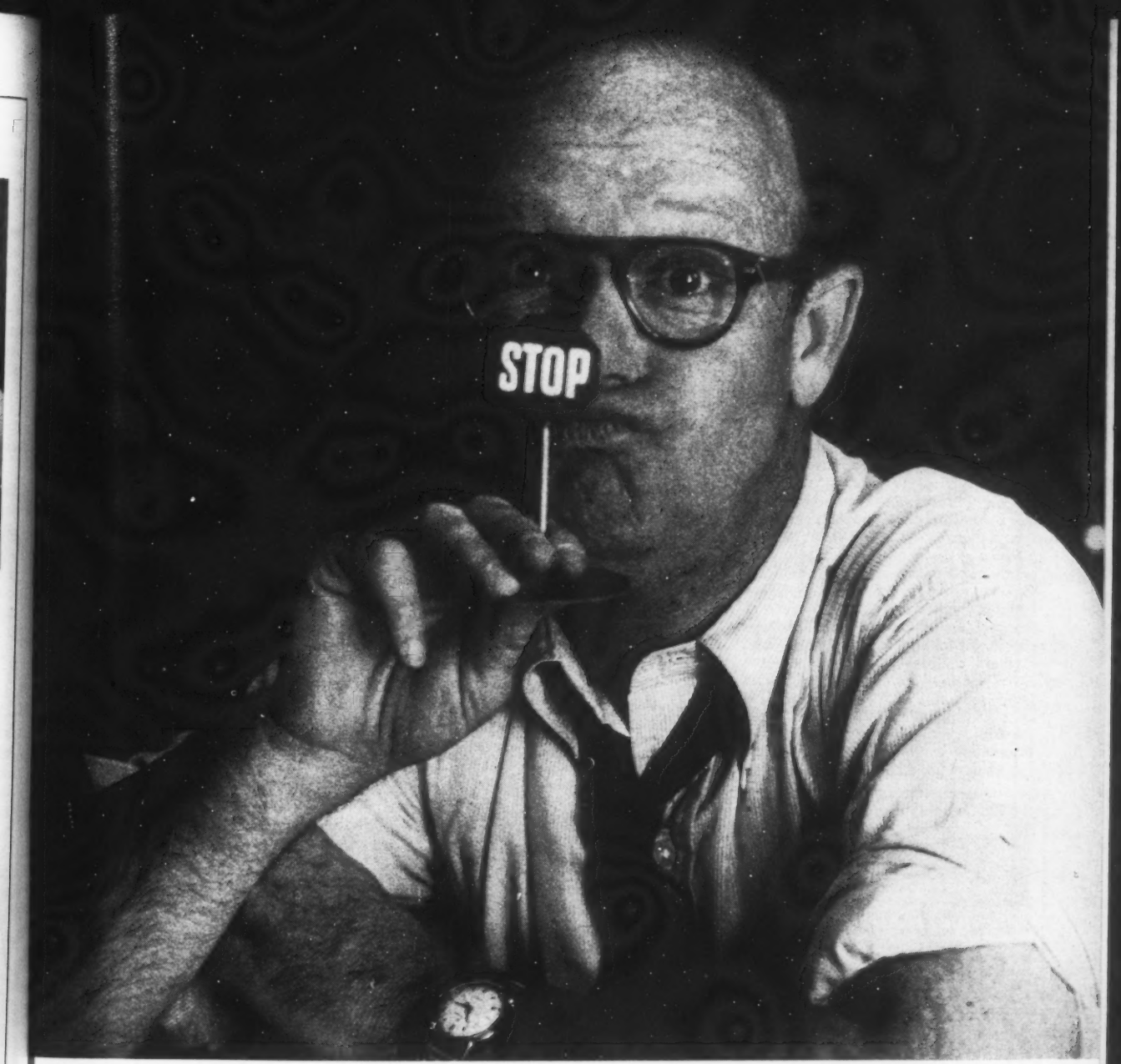
The program will tell the "story" of The Advertising Council by a case history approach of the better schools campaign conducted by the council over a period of years. Recreated was the original meeting held in 1947 by the U.S. Commissioner of Education at which leaders in communications and advertising were briefed on the nation's critical school problem.

Among those who initially attended the meeting (and who appear in the film) are CBS President Frank Stanton, NBC President Robert Kintner; T.S. Repplier, president of the council; William R. Baker Jr., board chairman, Benton & Bowles, the volunteer advertising agency for the council for more than 10 years. Paul West, president of the Assn. of National Advertisers; Roy Larsen, Time Inc. president; Edwin W. Ebel, General Foods vice president and chairman of The Advertising Council's radio-tv committee, and Thomas D'Arcy Brophy, former board chairman of Kenyon & Eckhardt.

**Ready for shooting** • Camera crew member leans over to adjust hidden microphone before filming of Benton & Bowles account group meeting on ad council's campaign. Behind the desk is William R. Baker Jr., board chairman, Benton & Bowles, and with him are agency's Annette Talbert, vice president and creative supervisor, and John Morris, vice president and account supervisor.

The CBS film crew shot "on location" at Benton & Bowles and other places in the city. Recreated were account group meetings and a recording session on a better schools spot tv commercial. Walter Cronkite, CBS newscaster, narrates; Fred Freed is CBS producer; Craig Fisher, associate producer, and John Fuller, director.

**Recreating the beginning** • Original huddle with the U.S. Commissioner of Education had prominent men in the communications-advertising business in attendance. L to r: Thomas D'Arcy Brophy, former board chairman, Kenyon & Eckhardt; Robert Kintner, NBC president; Frank White, senior vice president, McCann-Erickson; Philip Everest, vice president, Transportation Displays; Louis N. Brockway, chairman, executive committee, Young & Rubicam; William Reydel, senior vice president, Cunningham & Walsh; Dr. Kerry Smith (back of head in foreground of photo), who formerly was with the U.S. Office of Education.




# "This has gone far enough."

Okay—there are more U.S. citizens in Roanoke, Va. than in London, England. *That makes Roanoke bigger than London.*

Okay—there are more Virginians in Roanoke than in Chicago. *That makes Roanoke bigger than Chicago.*

Okay—we won't tell you that Roanoke has 420,000 tv families. That *was* the number of tv families in the greater Roanoke market.

You're right—420,000 is wrong. The latest report shows 448,001.

Careful buyers who plan tv schedules for results get what they plan for with WSLS-TV. With full power on Channel 10, a healthy assist from NBC, strong local programming, and a fat signal that starts out in life from a 3934 ft. mountain top, WSLS-TV welds a 58-county area into the greater Roanoke market of 448,001 homes.

For more information, watch for our model model. Meanwhile, check Blair Television Associates.

## WSLS-TV

**Channel 10 • NBC Television**

Mail Address: Roanoke, Va.

A broadcast service (with WSLS Radio)
of Shenandoah Life Insurance Company

Don't make the same mistake twice—

**BUY NEGRO RADIO THIS TIME!**

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes *with Negro Radio.* It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with* Negro performers. All six Rounsaville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Rounsaville Negro Markets . . . $824,219,000 *AFTER* taxes in the Rounsaville coverage area! Experience is the best teacher. Experience Rounsaville Radio—one of the oldest and largest in Negro Radio!

**Personal Letter**

Don't be misled that Negroes will buy anything. Negroes are intensely loyal to products in which they believe. One vital fact is that they *do believe* what they hear on their own radio. And with believability comes sales. So, no matter what your budget for these six important markets . . . a proper part MUST go to Negro radio or you're missing this market! Try Rounsaville Radio—you'll see!

ROBERT W. ROUNSAVILLE, Owner - President

**FIRST U. S. NEGRO-PROGRAMMED CHAIN**
**FIRST IN RATING IN SIX BIG MARKETS**

**WCIN** 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

**WLOU** 5,000 Watts — Louisville's only all Negro-Programmed Station!

**WMBM** 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

**WVOL** 5,000 Watts — Nashville's only all Negro-Programmed Station!

**WYLD** 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

**WTMP** 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

**BUY ONE OR ALL WITH GROUP DISCOUNTS!**

ROUNSAVILLE RADIO

**ROUNSAVILLE RADIO STATIONS**

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President — HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l Rep. — DORA-CLAYTON, Southeastern Rep.

## CIGARETTE DERBY
## King size campaign for L&M's new entry

A king-size saturation radio-tv campaign has been swung into position to support Liggett & Myers' introduction of Duke-of-Durham, a new high-filtration cigarette.

The new Duke filter-tip cigarette will be widely advertised in a "crash program" — as L & M people phrase it — approximately two weeks after the hi-fi entry is introduced in each market.

As is common with new cigarette introduction, Liggett & Myers Tobacco Co., New York, is breaking consumer ground initially in a few selected markets to be followed by the inevitable nation-wide expansion resembling the rippling effect of shock waves that follows an explosion.

Details made known to BROADCASTING last week would appear to bear out an L & M spokesman who alluded to the Duke introductory use of radio-tv as "very heavy" and running into "millions of dollars."

**Campaign Opener** • For Duke, the selected advance markets are Atlanta, Boston and Cincinnati where distribution started last week. In these cities as will be the practice of all new Duke markets, radio-tv schedules begin about two weeks later, that is on Sept. 28, through Duke's agency, McCann-Erickson, New York. (McCann also handles Chesterfield and Oasis. Dancer-Fitzgerald-Sample, New York, is the agency for L & M filters.)

About 2,000 spots will be on Boston radio and tv for the several weeks introductory period (approximately three months). In Atlanta and Cincinnati, the spot total comes to approximately 1,500.

In all of the Duke spot schedules, about 2 and one half radio commercials will be heard to each tv message seen. Commercial lengths are not static: tv for instance will have one-minute, 20-second and 10-second spots.

**Campaign Unfolds** • Distribution starts Sept. 28 in New York and Chicago with the radio-tv kick-off two weeks later. In New York, the spot saturation will hit over 2,200 in the approximate three-month introduction and about 1,500 in Chicago. The drive then spreads to other parts of the country—on Oct. 13, distribution begins in Philadelphia, Los Angeles, Detroit, San Francisco - Oakland, Cleveland, St. Louis and Washington, D.C., with radio-tv saturation launched two weeks later (Oct. 26). Schedules will vary in intensity but will fall generally into the 1,500-2,000 bracket.

As for other markets, starting dates depend on "the degree to which production schedules keep pace with the orders anticipated," according to Liggett & Myers.

The Duke cigarette has been machined by L & M to compete with the high-filtration brands of the cigarette companies. These would include such "best-sellers" as Kent (P. Lorillard), Parliament (Philip Morris), Herbert Tareyton (American Tobacco) and the new Life (Brown & Williamson).

**How They Classify** • Over the past few years, new "classifications" have sprung up in the cigarette field as new makes have come off the tobacco industry's assembly line.

For example, to name a few of the "older brand" filters: Brown & Williamson's Viceroy, Reynolds' Winston, Philip Morris' Marlboro, Liggett & Myers, L & M, P. Lorillard's Old Gold filter tips, would be representatives of this class.

The newer "high filtration" or low-tars came later, Duke and Life are new brands, Kent, Tareyton and Parliament are newer versions of older brands.

Tobacco makers also have been giving their attention to creating mentholated brands. Original or "heavy mentholated" grandads are Brown & Williamson's Kool and Philip Morris' Spud. The light-mentholated filters are represented by such brands as Brown & Williamson's Bellaire, R. J. Reynolds' Salem, P. Lorillard's Newport and Liggett & Myers' Oasis.

A combination light-menthol high-filtration filter is represented by such new brands as Lorillard's Spring, Philip Morris' Alpine and American Tobacco's Riviera. And with this new classification have come new spot money for radio-tv (BROADCASTING, July 27).

Liggett & Myers' for its Duke cigarette is claiming a larger or real "king-size" filter, cleaning the smoke with the extra length. As do certain other "hi-fi's" Duke has a recessed tip and "air-cooled" paper.

In its advertising, which also includes newspaper and outdoor schedules, the Duke cigarette will appear via "local cut-ins" on three of the nine network tv show lineup in which Liggett & Myers participate this fall. The three are *Laramie* (NBC-TV), *The Untouchables* (ABC-TV) and *Black Saddle* (also ABC-TV).

**24.1** (Latest measurement*)

**22.1** (Average for 1 Aug.)

**21.0** (Average for July)

**17.2** (Average for April—June '59)

**15.7** (Average for Jan.—March '59)

**15.2** (Average for Oct.—Dec. '58**)

# Growing by leaps and bounds!

Perhaps not so fast in the formative months. But now the average share of audience for ABC Daytime Television is really sprouting. In fact, the final Report for August was 24.1! ABC Daytime has added weight, too. The 770,000 homes delivered in October, 1958, have more than doubled to 1,650,000. Good size for a growing network, but nowhere near *full* growth!

*(For good measure, the cost is only $7,200 per quarter hour, lowest in network television. No wonder sponsor buys have shot up, too!)*

daytime
**ABC TELEVISION**

Source: National Nielsen Ratings, Average Share of Audience, Mon-Fri, 1-4 PM, All Rated Programs. *Average for 11 August. **Includes "Day in Court" at 11 AM.

IN PROVIDENCE

WJAR is UP

In twenty-eight out of forty-nine daylight hours, 6:00 A.M. to 6:00 P.M., Monday through Friday (Pulse, March '59 vs. June '59) WJAR shows an increase.

WJAR is UP

Twelve out of twenty traffic periods rated 6:30 A.M. to 9:00 A.M., Monday through Friday (Pulse, March '59 vs. June '59) WJAR shows increases.

WJAR is UP

Thirty-eight of the forty-nine daylight hour segments, 6:00 A.M. to 6:00 P.M., Monday through Friday (Pulse, June '58 vs. June '59) WJAR shows increases.

WJAR is UP

In twenty-three of twenty-four traffic periods, 6:30-9:00 A.M., and 4:00-6:00 P.M., (Pulse, June '58 vs. June '59) WJAR shows increases.

GET RESULTS!
BUY ADULTS!
BUY WJAR

NBC NEWS, SPORTS, MONITOR

Sister station of WJAR-TV
Represented proudly by Edward Petry & Co.

## AGENCIES ON VTR
## Tape being used for 15.5% of tv spots

Prior to video tape, tv commercials were divided between filmed and live spots on roughly a two-to-one basis (63% filmed, 37% live). Today, about half (53.5%) of all tv commercials go on film, approximately a third (32%) are live and nearly one-sixth (15.5%) are being put on tape.

That's what 66 advertising agencies, which responded to a vtr questionnaire, told Jack Denove, head of Jack Denove Productions, Hollywood. He reported his findings Tuesday (Sept. 15) in a talk to the Advertising Club of Los Angeles.

These agencies—40% with billings under $25 million a year, 31% with billings between $25 and $75 million and 29% whose annual billings exceed $75 million—anticipate that a year from now, tape's share of the tv commercial business will double, to 27% of the total. Film's share will rise slightly, to 55%, while the volume of live commercials will drop to 18%, the agencies opined.

Of agency respondents, 76% reported taped commercials are less expensive than those on film (with 18% finding the costs about the same and only 6%—none in New York or Los Angeles—finding tape more costly than film). This is undoubtedly a major reason for the anticipated increase in the volume of taped commercials in the months ahead.

**Advantages and Drawbacks** • Chief advantages of tape, according to the agencies answering the Denove questionnaires, are: speed of production (mentioned by 33 respondents, 50% of the total), economy (31 mentions), better quality (16), spontaneity (13), instant playback (12), flexibility (11).

Chief drawbacks of tape were listed as: limitations of effects and opticals (18 mentions), editing difficulties (17), not enough stations (15), limitations on technique (10), high cost of release prints (9), limitations on location (8), no animation (6).

Of the agencies answering the questionnaire, nearly three-fourths (74%) reported they had produced taped tv commercials within the past six months. Of New York agencies, 95% had done so, but for Los Angeles the figure dropped to 53%, with the 18 other markets covered by the survey having an average of 75% of agencies answering that they had put commercials on tape in the previous half-year. On the average nationally, 31% of all agencies said they contract for taped commercials as they do for filmed commercials (the figure rises to 37% for New York agencies, drops to 20% for Los Angeles agencies, is again 37% for agencies in the other cities); 43.5% rent facilities and more or less assume the functions of producer (37% in New York, 40% in Los Angeles, 53% elsewhere); 25.5% divide taped production about equally between contracting for production of taped commercials or doing their own producing (26% in New York, 40% in Los Angeles, 10% elsewhere).

For the long pull, only 22% thought that tape will virtually replace film for all tv commercials within three years. Here, there was no significant difference among replies from New York (21% felt tape will replace film), Los Angeles (23%) and all other cities (23%).

## Magazines dwarf tv in new citrus budget

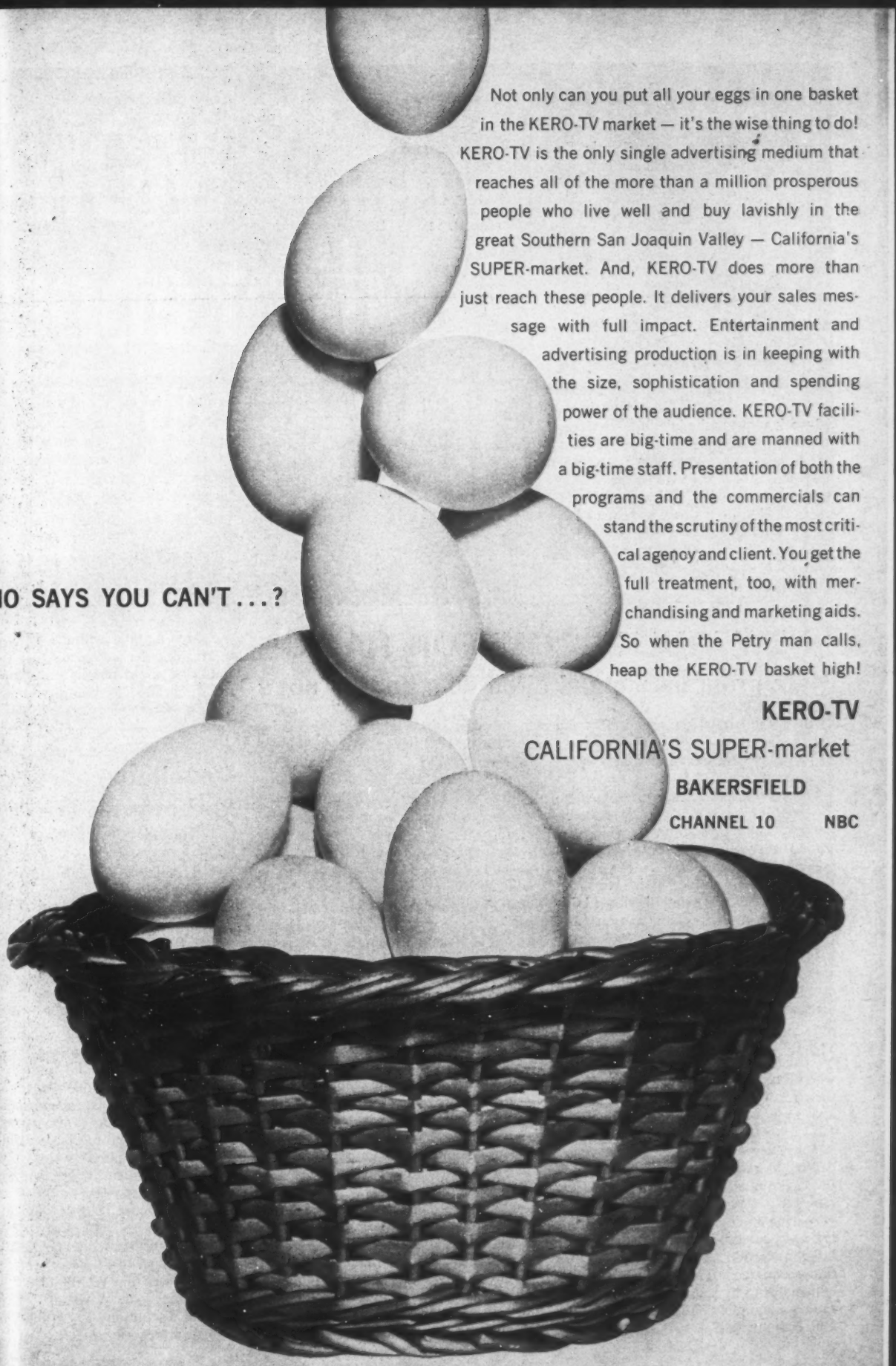
The Florida Citrus Commission last week approved a record eight-month expenditure of $3.1 million in advertising, with magazines taking over from television as the key medium in the schedule. The new program covers the period from Nov. 1, 1959 to July 1, 1960, and added to the current $705,000 summer and fall program, will bring the fiscal year spending to over $3.8 million.

As outlined by Benton & Bowles Inc., and approved by the Citrus Commission, the eight-month program will be spearheaded by $1,458,000 worth of color ads in magazines. Another $390,000 will go into color ads in supplements, and $450,000 into black and white newspaper space. Tv buying will be limited to nine participations on *What's My Line* for around $325,000, while the remainder of the budget—nearly $500,000—goes for production and trade advertising.

Just a year ago, the commission was in the process of setting up a somewhat smaller program which was dominated by a CBS-TV package deal which called for expenditure of nearly $1.5 million for participation in *What's My Line*, *Perry Mason* and Doug Edwards News.

## Table talk

Howard Bright, salesman with WJPS Evansville, Ind., sold a package of spots to a surgeon while he was on the operating table this month. Mr. Bright was under a local anesthetic having an operation on his ear when he heard the doctor mention he had an investment in a local bowling lane. The WJPS staffer immediately sold him on the idea of promoting the bowling alley on the station.



Not only can you put all your eggs in one basket in the KERO-TV market — it's the wise thing to do! KERO-TV is the only single advertising medium that reaches all of the more than a million prosperous people who live well and buy lavishly in the great Southern San Joaquin Valley — California's SUPER-market. And, KERO-TV does more than just reach these people. It delivers your sales message with full impact. Entertainment and advertising production is in keeping with the size, sophistication and spending power of the audience. KERO-TV facilities are big-time and are manned with a big-time staff. Presentation of both the programs and the commercials can stand the scrutiny of the most critical agency and client. You get the full treatment, too, with merchandising and marketing aids. So when the Petry man calls, heap the KERO-TV basket high!

**WHO SAYS YOU CAN'T . . . ?**

**KERO-TV**

CALIFORNIA'S SUPER-market

**BAKERSFIELD**

**CHANNEL 10** **NBC**

REPRESENTED BY EDWARD PETRY & CO., INC.

A TRANSCONTINENT STATION

## • Business briefly

### Time buys

**Proctor's pitch** • Proctor Electric Co. (irons, toasters), Phila., is launching saturation spot tv drives as part of $1 million ad campaign set for next six months. Spot tv gets $180,000 share. With number of spots ranging from 10 to 20 per week in each market, eight-week drives are being spread over 10 weeks in 24 markets. First drives started Sept. 7, about three or four will be added Sept. 28 and final launching in one market occurs Oct. 5. Agency: Weiss & Geller, N.Y.

**Spaghetti-potato buy** • R. T. French Co., Rochester, N.Y., is buying heavy 17-week spot tv schedule in 20 markets, as part of its intensive magazine campaign, to promote its instant potato and spaghetti sauce mix. Markets: New York, Los Angeles, Chicago, Philadelphia, Pittsburgh, Boston, Baltimore, Detroit, San Francisco, Seattle, Providence, St. Louis, Buffalo, Cleveland, Washington, D.C., Dallas-Fort Worth, Indianapolis, Minneapolis-St. Paul, Columbus and Cincinnati. Agencies: J. Walter Thompson Co. (for instant potato) and Compton Adv. Inc. (for spaghetti sauce mix).

**Howard howitzer** • Howard Stores Inc., N.Y., is launching a 14-week spot radio-tv campaign today (Sept. 21) in New England, Middle Atlantic and midwestern markets, with copy theme incorporating an "image-building" concept and featuring particular items of merchandise. Agency: Mogul, Williams & Saylor, N.Y.

**Calumet big buy** • General Foods, White Plains, N.Y., on behalf of Calumet Baking Powder is opening up this week with major spot campaign on both radio and tv. Covered will be 100 markets through southern and central sections of U.S. using high frequency of spots per week. Drive will continue for six months, through Foote, Cone & Belding, N.Y.

**ARB**

**ARBITRON'S DAILY CHOICES**

Listed blow are the highest-ranking television network shows for each day of the week Sept. 9-15 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

| Date | Program and Time | Network | Rating |
|---|---|---|---|
| Wed., Sept. 9 | Bat Masterson (9:30 p.m.) | NBC-TV | 19.1 |
| Thur., Sept. 10 | Groucho Marx (10 p.m.) | NBC-TV | 20.8 |
| Fri., Sept. 11 | 77 Sunset Strip (9:30 p.m.) | ABC-TV | 21.0 |
| Sat., Sept. 12 | Miss America (10 p.m.) | CBS-TV | 34.7 |
| Sun., Sept. 13 | What's My Line (10:30 p.m.) | CBS-TV | 22.3 |
| Mon., Sept. 14 | Desilu Playhouse (10 p.m.) | CBS-TV | 24.9 |
| Tue., Sept. 15 | Alcoa Presents (10 p.m.) | ABC-TV | 17.6 |

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## THE MEDIA

# NEW 'RULE BOOK' FOR RADIO

## Katz program manual cites do's and do not's

"It is far better for a station to fail occasionally than never to do anything."

This is representative of what George Skinner, director of radio programming services, The Katz Agency, advises radio stations in a manual of "contemporary" radio programming which the station representation firm issued last Wednesday (Sept. 16).

The manual, entitled "The Nuts and Bolts of Radio," is being distributed this month to Katz-represented stations, and is based on Mr. Skinner's experience gained over a two-year association with Katz. During that time, Mr. Skinner as the Katz radio programming expert has worked with and analyzed station operations throughout the country.

What Mr. Skinner attempts to do in 59 pages is to describe the whys and wherefores of radio programming and then recommend the "currently acceptable way of assembling them into an effective broadcast pattern."

**Why News** • Emphasis is on news because "in radio today it is what's between the music that counts." He treats separately the functions of gathering, preparing and evaluating news and studies news period scheduling, the use of bulletins, production aids and presentation techniques. The author advocates editorializing by stations, observing that radio "is uniquely equipped to carry the editorial touch." Mr. Skinner asserts that radio stations that fight for a cause or otherwise promote civic betterment "not only build prestige and audience but enables the station to assume a position of community leadership."

The Katz executive warns stations to watch out for boiler-plate panaceas in programming concepts because "someone always is improving a technique, or wearing out one that has served the industry well. Accepted practices become trite through overuse." He advises stations that there's no single solution for all situations and intimates each station should adopt those techniques applicable to the station's "local situation."

In a brief discussion of selecting currently popular music, Mr. Skinner sides with those stations which use record sales figures and juke box plays because these "are the most effective yardsticks for measuring the true emotional appeal of any given selection." To aid the station along these lines, he outlines procedure in determining the popular music of the moment.

**Tenderfoot vs. trends** • Mr. Skinner also discusses judgment in selecting and pacing music. On music repitition, there is this interesting observation: "the tenderfoot in modern radio psychology usually is bewildered by the frequency with which popular tunes are repeated on the air. In the old days of broadcasting, it was a capital crime to repeat the same number within a week."

Mr. Skinner advocates the full, enthusiastic approach in radio programming because "nothing will cause a station to stumble more quickly than a half-hearted approach to whatever programming concept it has adopted."

## Double exposures verboten at WABC-TV

WABC-TV New York has announced last week it will no longer accept orders for "double exposure" of syndicated shows in that market. "Double exposures" are programs run concurrently on two stations in a market, usually on different days and in different time periods.

Joseph Stamler, vice president-general manager of the station, said that "we have found that double-exposure weakens the effect of a program regardless of how superior it may be. . . . It tends to confuse—and diffuse—audience. It seriously hampers a station's efforts to build up a following for the program, and it cuts down the effect of advertising and promotion possibilities."

The move apparently was motivated by disenchantment with the results of the *Sea Hunt* double exposure on WABC-TV and WPIX (TV) New York. Combined ratings of the two stations for the show do not match the single rating the show commanded when it was on WCBS-TV, a station spokesman said. WABC-TV, however, will not discontinue *Sea Hunt*. The new ruling applies only to future business.

Ask yourself, where else in the Carolinas can you find so potent a line-up of audience builders? NBC, ABC, Paramount, Warner Brothers—plus the best of MGM, all on Charlotte's WSOC-TV! With this program strength your choice of stations for selling America's 25th largest tv-homes market becomes clear. Buy WSOC-TV...one of the great area stations of the nation.

**WSOC-TV**

**CHARLOTTE 9**—NBC and ABC. Represented by H-R

**WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton**

# MR. K: MILLION-DOLLAR COVERAGE

## Mike, camera capture top Russian's every action in U.S.

When Soviet Premier Nikita Khrushchev swooshed into Washington last week for his two-week "good-will" tour and official talks with President Eisenhower, U.S. tv and radio met him with a million-dollar gift of time and facilities for coverage of his historic visit.

Although critics described the event as providing the world's No. 1 Communist with a free propaganda springboard into virtually every American living room, other observers noted that radio-tv allowed a first-hand eyewitness observation of "Mr. K." Americans could judge for themselves, they explained, as the medium of electronic journalism permitted them to tour with the Soviet official, stand by his side and watch his every reaction as no other medium could do.

The Premier and Soviet Ambassador Mikhail Menshikov Wednesday afternoon, in a brief break in their busy agenda, were reported watching a Blair House tv set for coverage of reaction to his National Press Club talk.

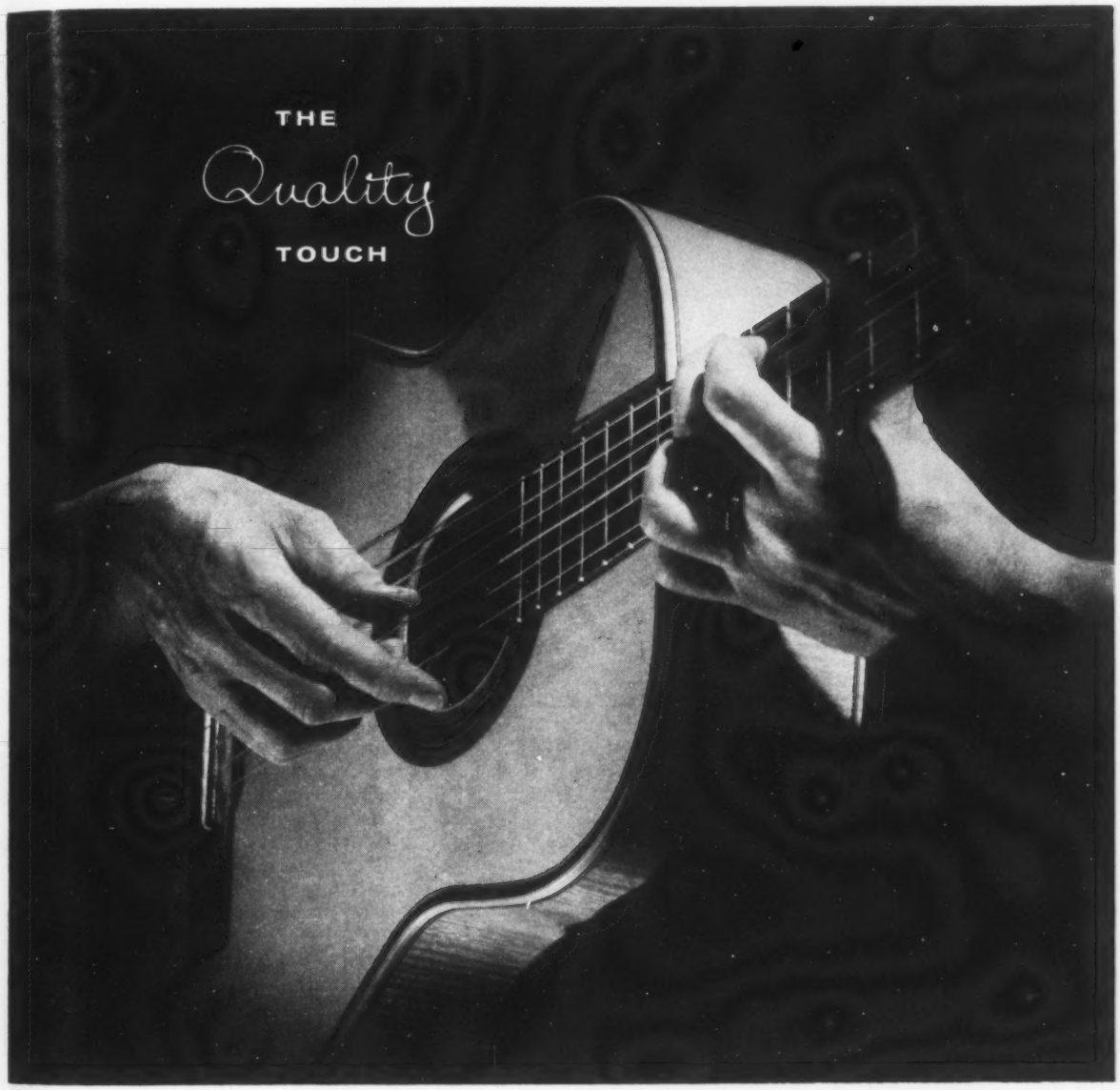
**Big Show Begins** • When the mammoth Soviet TU-114 landed at Andrews Air Force Base near Washington shortly after noon Tuesday, it touched off a pooled telecast coordinated by NBC and carried by all three tv networks. It was described as perhaps television's biggest remote event to date—or at least since President Eisenhower's initial inaugural (see picture next page).

Thus began a running barrage of special reports, pickups and features on the three tv networks, the four radio networks and independent stations across the nation—prefaced by the days and weeks of advance coverage reports by networks and stations leading up to Mr. Khrushchev's arrival. Both CBS-TV and NBC-TV estimated last week that during the first two days of Mr. Khrushchev's visit they each invested about $200,000 in coverage.

All three tv networks also carried live Mr. Khrushchev's two-hour talk and question-answer session at the National Press Club Wednesday, and the four radio networks fed the premier's first major talk to affiliates.. Independent stations and affiliates also carried excerpts or full playbacks at other times.

Comparable full-scale coverage locally (and considerable national feed) was expected when the Soviet party arrived in New York Thursday (for a forty-five hour visit) and Los Angeles Saturday, based on advance plans reported by networks and stations.

**Security Comes First** • This virtual step-by-step, word-by-word account by radio-tv of the Russian leader's visit impressed even those behind-the-scenes and familiar with the unusually-tight security restrictions imposed by the U.S. State Dept. These space-and-time limitations (some observation points had access time cut-offs) were extra hurdles for newsmen and technicians




The expressive flamenco...one of the more difficult and beautiful of stringed instruments! For certain, it takes a 'quality touch' to capture the full range and challenging aspects of this vivid instrument. To capture the admiration and attention of the television audience also demands a 'quality touch'!

*Represented by*

Edward Petry & Co., Inc.

*The Original Station Representative*

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**abc ■ channel 8 ■ dallas**

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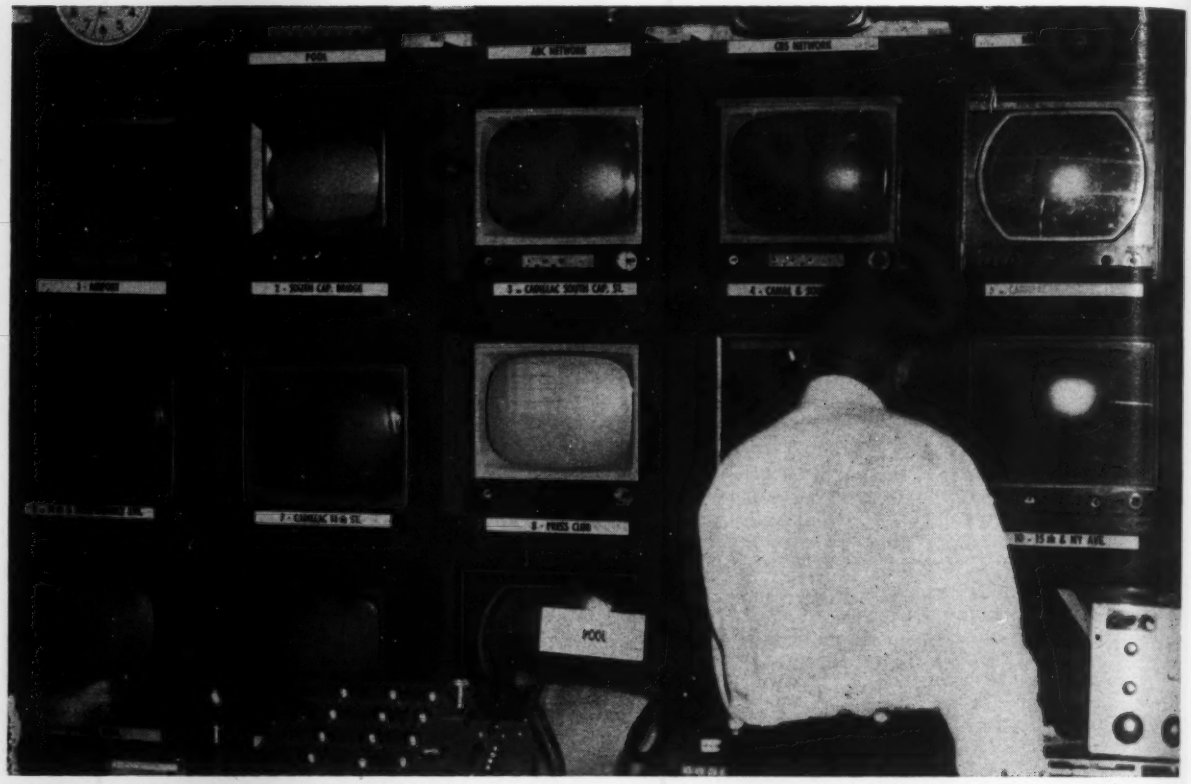


**Television's 'composing room'** • Before this battery of tv monitors at NBC-TV's master control in Washington last Tuesday, some 30 producers, directors and newsmen from the three tv networks gathered to "edit" and "make up" television's chronicle of the historic arrival of Russia's Nikita Khrushchev in the United States. They were part of the combined crew of more than 150 tv journalists and technicians required to man the equipment for what is described as perhaps the medium's "biggest" single live remote event to date—or at least since that of the first inauguration of President Eisenhower.

The 1-hour and 44-minute pool telecast was coordinated by NBC, but it required sharing of 19 live tv cameras and other equipment by all three tv networks at nine fixed sites in Washington, plus NBC-TV's turret-topped mobile unit. The car accompanied the President's limousine for live pickup while the caravan was moving along the route from Andrews Air Force Base to Blair House, the official guest mansion across from the White House.

American Telephone & Telegraph Co. engineers worked a whole week to set up the complex of cables and microwave relays along the motorcade route to the control center. AT&T used two dozen microwave antennas borrowed from half as many cities around the U.S. for this single setup. By 6 a.m. Tuesday all 19 cameras and the mobile unit could be "read" on these monitors.

Chief assignments for the pool telecast included: producer, Elmer Lower, NBC News, Washington; director of operations, L. M. McClelland, WRC-TV Washington; chief engineer, John Rogers, WRC-TV; director, Charles Jones, NBC News, Washington; associate director, Don Ellis, NBC New York; technical director, Don LeDuke, NBC Hollywood. Network coordinators were John Secondari, ABC; Lew Shollenberger, CBS, and Mr. Lower, NBC.

Production costs for the pool ranged $50,000-$60,000, not including fixed costs of salaries to the networks.

to jump along with the obvious language and unexpected-schedule-change obstacles common to such coverage.

ABC-TV believes it struck "a coup" when it engaged Nicholas W. Orloff, a Russian-language interpreter at the United Nations for 12 years, to provide running translations of Mr. Khrushchev's speeches. The network claimed it has the only on-the-spot translator.

ABC-TV is scheduling at least seven special programs during Mr. Khrushchev's visit. Under the title of *Mr. Khrushchev Abroad,* these half-hour programs are being scheduled in late evening time and constitute highlights of the day's coverage. Don Goddard and Quincy Howe are supplying the commentary. Four special half-hour programs of highlights of the day's coverage already were scheduled for presentation on ABC Radio by last Wednesday and others probably will be added.

CBS News Friday (Sept. 18) aired the third program in its *Eyewitness to History* series devoted to coverage of the Khrushchev tour and sponsored by Firestone Tire & Rubber Co. on CBS-TV. CBS-TV yesterday (Sept. 20) also planned a special report on the daily life of an average Moscow citizen. CBS Radio is also airing frequent reports and analyses and is monitoring Radio Moscow, planning to rebroadcast any significant Soviet domestic reactions to the premier's tour.

Mutual's regular pattern of 34 newscasts daily plus "newsbeat" inserts put it in what the network described as the unique position of being able to provide affiliates with a 17-hour-a-day running story of the Soviet visit. MBS newsman Richard Rendell joined the Khrushchev party at the airport when it landed. He is making color reports across the U.S. as local affiliates' correspondents fill in spot coverage. MBS likened its format to that of the wire services and cited flexibility as a paramount feature. MBS expected its strength would show best when the tour reaches the rural areas where tv would face live line handicaps.

**NBC Hires a Plane** • NBC News chartered a Convair 440 to serve as

a flying newsroom for a 15-man commentator-reporter crew. They are covering for both radio and tv and travel at night to be one jump ahead and on hand in each city when Mr. Khrushchev arrives.

Aside from various NBC-TV programs, NBC Radio is presenting 18 special news programs, including a series of nightly half-hours, *Khrushchev in America*

On Sunday, Sept. 27, NBC-TV plans to air in color Mr. Khrushchev's one-hour report on his U.S. tour.

Charles Michelson Inc., New York, international representative, reported it arranged for tv film coverage of the Khrushchev 10 stations it represents in Australia, Bangkok, Lebanon and Japan. Charles Michelson, president, said that at least two full hours of coverage will be flown by BOAC jets to the stations, consisting of newscasts provided by CBS-TV, NBC-TV and the United Nations. At the farthest point, Australia, he estimates that the films arrive in 28 hours after departure from the U.S.

## Radio-tv newsmen swarm after Mr. K

Among radio-tv newsmen registered at the State Dept. for the entire Khrushchev tour, or a substantial part of it, were a number from individual stations or station groups. The major networks, of course, had large crews covering the tour along with floater cards for local staffs around the country.

The list of registered newsmen was not complete, since many last-minute changes couldn't be documented, the department said. Here is the best available registration (excluding networks):

Donald J. Fass, American Radio News Service; Sam C. Ross, Assn. of Canadian Independent Radio Stations; Christopher Serpell and Gerald Priestland, British Broadcasting Corp., Lovatt Chave-Chinn, British Commonwealth International Newsfilm Agency; James Minifie, Edward Higginson and Craig Armstrong, Canadian Broadcasting Corp.; Hugh Bremmer, CFPL London, Ont.

Jim Monroe, KCMO-AM-TV Kansas City; John H. Bennett, WLBA Gainesville, Ga. (sponsored by Federal Savings & Loan Assn.); Bill Jorgensen, WERE Cleveland and News Associates; Jeff St. John and Joe Phipps, Deadline Washington Inc.; Bill Sheehan and James Vinall, WJR Detroit; Thomas Craven Sr., Louis Girolami, Bryce W. Burke and Lester Mannix, Movietone News; San G. Ross, Ottawa Radio News Bureau.

Harvey J. Tate, Plough Inc. stations; John Pasetti-Huntington, Radio Europe I (Paris); Jaroslav J. Endrst, Radio Free Europe; Jean-Paul Darmstetter, Radio Geneve, Michael Ferry, Radio Luxembourg; Ralphael Green, Ralphael Green Travel Films; Joan Ireton May and George Burkhardt, Special Events, Santa Barbara, Calif.; Tord Gustaf Wickbom, Swedish Broadcasting Corp.; George Gerlach, George Sozio, Ronald Weston, Harold Lions, Telenews.

James L. Snyder and D. Allison McDowell, Westinghouse Broadcasting Co.; George A. Scott, WCPA Clearwater, Pa.; Tom Powell, WDAU-TV Scranton; Bruce Williamson and Donald Bordon,

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Famous RCA dependability is now available to you in your critical broadcast recording applications. A premium quality product, RCA *SOUND TAPE* minimizes drop-outs, tape breakage, distortion, and the loss of air time. And the built-in dry lubricant Dimethyl Silicone reduces friction and head wear for the life of the tape. Available on hub or reel, splice-free acetate base tapes are supplied in 2400 and 3600 foot lengths, and splice-free Mylar* base tapes are supplied in 2400, 3600 and 4800 foot lengths.

So for high tensile strength, essentially flat response throughout the entire audio-frequency spectrum, and for uniformity of output from reel to reel, always specify RCA *SOUND TAPE* for broadcast recording applications.

Your local Authorized RCA Distributor carries the complete line of RCA *SOUND TAPE*. For outstanding service and quick delivery, give him a call today!

* DuPont Reg. TM

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*starring in* 56 HOUR FEATURES

ROY ROGERS
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| Station | Signed up in '59 |
|---|---|
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| KTVU San Francisco-Oakland | 5 Year Profit Plan |
| KFBB-TV Great Falls, Montana | 5 Year Profit Plan |
| WRGP-TV Chattanooga | 5 Year Profit Plan |
| KHSL-TV Chico, California | 5 Year Profit Plan |
| WSJS-TV Winston - Salem | 5 Year Profit Plan |
| WGR-TV Buffalo | 5 Year Profit Plan |
| WDAU-TV Scranton | 5 Year Profit Plan |
| WOOD-TV Grand Rapids | 5 Year Profit Plan |

and many, many more!

***...and really rackin' up raves:***

"The group of 123 films is the best of its kind on the market today."—WFBM-TV, Indianapolis, April 9, 1959.

"Almost always sold out."—WFBC-TV, Greenville, S. C., April 28, 1959.

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TV FILM SYNDICATION



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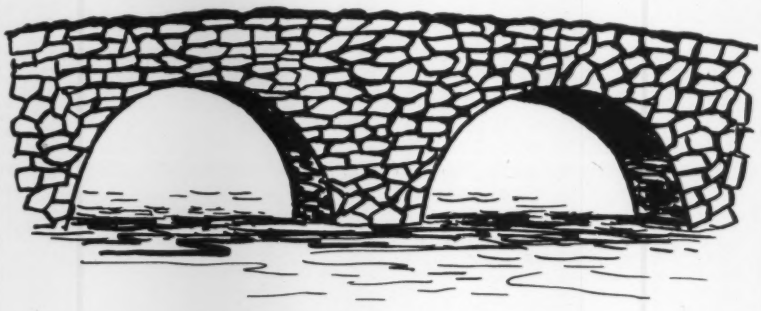

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| Joseph M. Sitrick | 333 N. Michigan Ave. | Healey Building | 9441 Wilshire Blvd. |
| Washington Building | Chicago, Illinois | Atlanta, Georgia | Beverly Hills, Calif. |
| STerling 3-4341 | Financial 6-6460 | JAckson 5-1576 | CRestview 4-2770 |


WHIM Providence, R.I.; Mitchell Krauss, WIP Philadelphia; Bob Flournoy, WKY Oklahoma City; Russell Hearn, WNEW New York; George Thomas, WTOB Winston-Salem, N.C., and other stations; Roger Mudd, WTOP-AM-TV Washington.

## 'Voice' not jammed

The Voice of America was heard clearly in Russia last week for the first time in 10 years. The Soviets called a halt to their expensive noise-making transmission when Premiere Khrushchev's plane neared Washington Tuesday (Sept. 15). The Voice commenced a detailed account in Russian of Mr. Khrushchev's visit, including live worldwide broadcasts of his major speeches.

George V. Allen, director of the U.S. Information Agency, said indications that jamming was being discontinued began to reach USIA about 1 a.m. Sept. 15 and later was confirmed by a telephone call from an American official in Moscow. As of late Wednesday there had been no resumption of the long-standing electronic interference. The Soviets are said to spend more than $100 million annually to produce the jamming through some 2,500 transmitters.

On Wednesday, however, resumption of minor jamming on frequencies normally employed to beam Voice broadcasts to satellite countries was reported.

## Changing hands

**Announced** • *The following sales of station interests were announced last week, subject to FCC approval:*

• WABB Mobile, Ala.: Sold by Cy Blumenthal to J.W. and Bernard Dittman, owners of retail appliance firm in Cleveland, Ohio, for over $200,000. Broker was Blackburn & Co. WABB is 5 kw on 1480 kc with ABC affiliation.

• KVOW Littlefield, Tex.: Sold by J.C. Rothwell, Ruth Kennedy and J. B. McShan to R.B. McAlister and Grady Franklin Maples, present owners of KBYG Big Spring, Tex., for $75,000. Transaction was handled by Hamilton-Landis & Assoc. KVOW is 250 w on 1490 kc.

**APPROVED** • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 99).*

• WWOL-AM-FM Buffalo, N.Y.: Sold by Leon Wyszatycki to Grelin Broadcasting Co. for $250,000 plus lease of transmitter site for three years with option to buy for $37,500. Grelin, licensee of WWRI West Warwick, R.I., is owned by Melvin C. Green and Lester W. Lindow. Mr. Lindow is executive direc-

tor of the Assn. of Maximum Service Telecasters. WWOL is 1 kw daytimer on 1120 kc. WWOL-FM in on 104.1 mc with 750 kw.

• KODY North Platte, Neb.: Sold by Hartley L. Samuels and associates to George B. and Maxine R. Dent for $197,500. Mr. Dent once owned one-third of station. KODY is a 250 watter on 1240 kc.

## 'Celebrity Parade' dropping explained

WMAL-TV Washington last week gave its side of the story in the dropping of *Celebrity Parade*, popular among members of Congress, from its program schedule (AT DEADLINE, Sept. 14). Fred S. Houwink, WMAL-TV general manager, said that Sen. Eugene McCarthy (D-Wis.) "may not have received full information on the facts surrounding the program's discontinuance" before he attacked WMAL-TV on the Senate floor.

Mr. Houwink said the news-interview show was being pre-empted from its 1:30-2 p.m. Sunday time slot and that the sponsor, Retail Clerks International Assn., had been offered the noon-12:30 period but declined. He maintained the program was canceled by the sponsor—not WMAL-TV—and that the station plans to produce a similar program as a public service featuring Joseph McCaffrey of *Celebrity Parade*.

In a letter to Sen. McCarthy, WMAL-TV's Program Director Theodore McDowell ponted out the show was owned by RCIA, not the station. He said the time was being pre-empted to carry a one-hour delayed play-by-play of the Notre Dame football games of the previous day, an ABC Network offering. He told the senator that college football rules prohibit a live telecast and that the network program could be carried only in the 12:45-1:45 p.m. period.

## WNHC dedicates

WNHC - AM - FM - TV New Haven, Conn., celebrated the opening of its new quarters at 135 College St., New Haven, with a special program Sept. 11. The simulcast included a tour of the new facilities by Howard W. Maschmeier general manager, and a dedicatory speech by Connecticut Governor Abraham A. Ribicoff.

The move to new quarters culminates lengthy proceedings before the FCC in quest of premission to change transmitter location and increase antenna height. Approval was granted by FCC on a reversal of an initial decision (BROADCASTING, July 6).

## Man bites dog news: jazz featured on fm

Good music and fm seem to have a peculiar affinity, but when an fm station announces that it is going to feature jazz music, that's news.

This is the format established for KFMB-FM San Diego, scheduled to begin operating today (Sept. 21). The California station is one of three Transcontinent Television Corp. fm outlets which are being programmed independently of their am adjuncts.

The other two are WGR-FM Buffalo and WROC-FM Rochester, both New York. Both began operating Sept. 14 and are affiliated with the good music QXR Network (WOXR New York originated). WROC-FM is being managed by Charles W. Siverson, formerly WROC-TV Rochester program manager.

Although rates were not announced, fm charges are generally below that of comparable am rates.

David C. Moore, TTC president, commented on the growth of fm listenership by pointing out that one of every three homes in each of the three metropolitan markets is equipped for fm reception. He added: "Penetration is increasing at a healthy rate."

Besides the fm stations and the Rochester tv outlet, TTC also owned WGR-AM-TV Buffalo, WNEP-TV Scranton-Wilkes-Barre, Pa., KFMB-AM-TV San Diego and KERO-TV Bakersfield, Calif.

## New UPI tranmission speeds up service

United Press International yesterday (Sept. 20) inaugurated its all new transcontinental wire system, which includes in its improvements and advantages a speed-up in the flow of spot news and feature coverage to the nation's radio and television stations.

Designed by Harry R. Flory, UPI general manager of communications, and engineered by a team from the American Telephone & Telegraph Co. under E. P. Gartner, division commercial manager of the long lines dept., the system includes two teletype wires which will operate at 60 words per minute utilizing present equipment and supplanting many of the trunk and regional wires now in use.

UPI's new "A" wire will carry only top news of the day without any relay points. It will operate 24 hours a day, seven days a week, to UPI broadcast news headquarters and to UPI newspaper clients. The "B" wire will carry world news supplementing "A" wire dispatches and every hour will be split for 30 minutes into smaller circuits to carry regional news.


"... Betty Clarke is a marvelous sales woman to produce the results she did during a short-term campaign. And, three weeks later, we wonder when we will stop getting direct results."

**Woman-to-woman is the best way to sell women. That's how WFDF's Betty Clarke does it on her daily PARTY LINE show from 2:00 - 2:30 P.M. For proof of success, check the quote from Mr. John Cole, Director Radio-TV for THE BUCHEN COMPANY, Chicago. He refers to a FAMO Recipe Booklet offer made during June that continued to draw mail response almost a month after the schedule ended. He adds, "of course we're delighted" and "slightly amazed."**

**These "amazing" results are not unusual for Betty's sponsors. They are, in fact, her stock-in-trade. That's why, we say, "if what you sell appeals to women, get on the PARTY LINE for direct sales now."**

**The Katz Agency can give you a full account of how Betty's listeners use on-the-air phone calls for lively question and answer sessions on household problems. And the Katz man can also tell you about the limited availabilities for Fall. We suggest you call early.**

**WFDF**

**5 KW at 910 on the dial for Flint and all of Northeast Michigan.**

**Represented nationally by the KATZ Agency.**

more than doubles your Indianapolis potential

*only basic NBC coverage of America's*
**13th TV Market**—*760,000 TV homes.*

For every 10 TV homes in the Indianapolis Trading Area . . . there are 14 in its Satellite Markets. WFBM-TV dominates Mid-Indiana in total coverage and market penetration—Nielsen No. 3.

**INDIANAPOLIS**—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!

**11 SATELLITES**—Each market within WFBM-TV's verified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

CHANNEL 6 WFBM TV INDIANAPOLIS

Represented Nationally by the KATZ Agency

OUR 10TH ANNIVERSARY




GOVERNMENT

# 'WATCHDOG' COMMITTEE SET

## Senate will eye broadcast news unfairness

Sen. Warren Magnuson (D-Wash.) has established a three-man "watchdog" subcommittee to investigate charges of unfairness in news broadcasts over radio-tv.

Appointed Sept. 11, the subcommittee is headed by Sen. Ralph Yarborough (D-Tex.). Other members are Sens. Gale McGee (D-Wyo.) and Hugh Scott (R-Pa.).

No mention was made of the recent congressional action in exempting certain news broadcast from equal time demands in the announcement of the subcommittee's formation and Sen. Yarborough denied that his group is a direct result. However, during floor debate by houses on the Sec. 315 amendment, several members expressed the fear that there would be abuses by broadcasters (BROADCASTING, Sept. 7).

Sen. Magnuson said it will be the duty of the subcommittee to "insure freedom, fairness and impartiality in the treatment of news by media operating under government license. The subcommittee will receive information and complaints concerning the operation of communications media. In this sense the subcommittee will be a watchdog subcommittee."

Sen. Yarborough said that he knows of no complaints received to date by the parent Commerce Committee. "This is a result of public suggestions and a general uneasiness among many senators concerning the fairness and objectivity of news communications," he said.

Officially titled the Subcommittee on Freedom of Communications, formation of the new body had been under discussion for some time, Sen. Yarborough said. It will enforce the laws and make sure stations fulfill their public service obligations, he stated.

The new subcommittee chairman, who is not a member of the Communications Subcommittee headed by Sen. John O. Pastore (D-R.I.), will not take the place or do the work of Sen. Pastore's group, he said. Sens. Scott and McGee both are members of the communications arm.

## Confusion?

It's a long, long time from May to September in the opinion of KPOA Honolulu—and apparently the FCC agrees. The Commission has asked rival KPOI Honolulu to show cause why the FCC's order of May 1—authorizing KPOI to change its call letters from those it formerly had, KHON—should not be rescinded. KPOA, whose call letters were assigned in 1946, complained on June 15 that the similarity in call letters has caused general confusion in the minds of the public and the trade, and charged KPOI with deliberate attempts to mislead listeners into thinking they are listening to the "older and more established station." KPOA noted it has received phone calls, visits, advertising material and bills intended for KPOI. Although the FCC said it could not entertain KPOA's complaint because it was not filed within 30 days after KPOI's new call letters were assigned, the show cause order is being issued on the Commission's own motion.

## Ike signs Sec. 315 amendment into law

Some of the curse was removed from the Communication Act's equal-time provision (Sec. 315) last week when President Eisenhower signed relief legislation (S 2424) he had advocated during the spring. The revised law is regarded by broadcasters as an important gain to freedom of speech though not complete relief from demands of the original equal-time language.

In signing the bill President Eisenhower voiced confidence that broadcaster will carry out the terms without abuse or partiality. He said:

"I have today signed S 2424, which amends the Communications Act to make clear that a brief appearance of a candidate for public office on a bona fide news porgram or in the course of radio or television coverage of important news events will not require the station to provide equal time to all other persons who are candidates for the same office.

"This law will make possible the continued full participation of radio and television in the news coverage of political campaigns which is so essential to a well-informed America.

"The legislation makes reference to the continuing obligation of broadcast-

# How to cut billions from future federal spending

Among the heated discussions of deficit financing, further inflation and future heavy spending needs, thoughtful people are raising the question, "What federal expenditures can be *cut*?"

One sizable item is further spending for federal government electric systems. Federally-owned "public power" has already drained $5,500,000,000 from general tax funds. And spending of $10,000,000,000 *more* has been proposed.

This spending can't be justified by need. The independent electric light and power companies are able—and ready—to handle the nation's constantly growing appetite for electricity. They've proved they have the financing and construction resources to do it. And they don't depend on taxes to build.

Nor does federal "public power" have public support. A 1959 opinion poll shows that Americans prefer business to federal government ownership of their electric company.

The public's lack of knowledge is probably the main reason why "public power" spending goes on. Though it taps everyone's pocketbook, most Americans have no idea they're paying to put the federal government into the electric business.

Informed people can put a stop to it. Will you help spread the word?

**America's Independent Electric Light and Power Companies**

*Company names on request through this magazine*

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DISCOUNTS (C-I-D)

- Frequency-volume discounts up to 13%
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ers to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on important public issues. There is no doubt in my mind that the American radio and television stations can be relied upon to carry out fairly and honestly the provisions of this act without abuse or partiality to any individual, group or party."

NAB President Harold E. Fellows said, "Now that this requirement of the law has been modified, the broadcasting industry is in a much better position to serve our country through the dissemination of news . . . I am sure all broadcasters join me in thanking the President for this recognition of our approach to the coverage of news and broadcasting's contributions to a well-informed America."

## $10.5 million to FCC for 1960 operation

President Eisenhower last week signed HR 7040, which allocates $10,550,000 to the FCC for its fiscal 1960 operations. The $6.5 billion independent offices money bill, including appropriations for several other offices in addition to the FCC, was held up several weeks because of a Senate-House disagreement on money for the Office of Civilian & Defense Mobilization. Fiscal period covered by the bill began last July 1.

The final FCC appropriation is a compromise of the $10.4 milion originally approved by the House and the $10.7 million by the Senate. The President originally had requested $11 million during the fiscal year for the FCC.

FTC was appropriated $6.84 million instead of $6,745,000 passed originally by the House and $6,935,000 by the Senate.

## Largo record closed

The record was closed in the six-way hearing contest for ch. 10 in Largo, Fla. (Tampa-St. Petersburg), at the FCC last week after Tampa Telecasters Inc. withdrew its proposed amendment of its application under which video tape recorders, mobile units and associated equipment would have been used on a leased basis.

Tampa submitted, and had accepted without objection, a revised plan in which equipment will be purchased under a conventional plan from General Electric Co. Remote programming which Tampa had proposed will be considerably curtailed under the new amendment, it was understood.

Other applicants are Florida Gulfcoast Broadcasters Inc., City of St. Petersburg, Suncoast Cities Broadcasting Corp., WTSP-TV Inc., and Bay Area Telecasting Corp.

## Monroney says FCC stalls on allocations

The FCC has spent "five years of deadcenter stalling" in failing to come up with a solution to the allocations problem, Sen. A. S. (Mike) Monroney (D-Okla.) charged last Monday (Sept. 14) on the Senate floor during the final 1959 meeting of the 86th Congress.

"I have been terribly disappointed that the FCC . . . has been stalling for a period of many, many years," the outspoken Oklahoman said. He noted that in the past he has been highly critical of tv programming (Sen. Monroney has pushed an investigation of tv ratings, which he maintains is the cause of poor tv programming) and that "it seems to me nothing is being done to improve this situation."

He said that possibly the only way tv offerings can be improved is through competition. "There are nearly a score or more markets which have virtually no competition among television stations," Sen. Monroney maintained. "I believe the FCC should finally move, after their long period of delay, toward making possible the maximum use of the . . . spectrum which are available under new, modern engineering and electronic techniques."

Sen. Monroney, in outlining five years of what he termed Commission inactivity, charged that tv service is being "artificially restricted by the manifest imperfections of the present allocations." He said it is useless to hope that tv will gain additional vhf space from a swap with the military and, even if such an eventuality comes to pass, it would be years before the extra space could be utilized.

"Meanwhile," Sen. Monroney continued, "as the fruitless search for more vhf space goes on, the FCC has done nothing to expand the present system. The FCC has just returned from a vacation lasting the entire month of August. There is scant hope that the end of the vacation will mark the beginning of activity. . . ."

Sen. Monroney said that over 20 "important" markets still are without competitive tv service. He stated that in many of these markets—Syracuse and Rochester, both New York, Birmingham, Ala., Fresno and Bakersfield, both California, and Shreveport, La.—additional vhf channels could be added without a breakdown of mileage separations.

"It has been more than five years since this problem of tv scarcity was first recognized formally," he said. "How long must the American public wait before recognition leads to an effort toward solution of the problem?"

# Here's our secret, Nikita

There's a capitalist-type Iowa farm on Nikita Khrushchev's current itinerary whose corn production is more than double the present national average.* Here's how it's done.

1. Take good Iowa land.
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3. Plow.
4. Disc and harrow the following spring.
5. Add liquid nitrogen. Listen to WMT.
6. Plant seeds (Iowa-developed hybrids) in May.
7. Apply insecticides.
8. Apply herbicides to kill weeds. Listen to WMT.
9. Add fertilizer.
10. Apply corn borer spray. Listen to WMT.
11. Let 'er grow.
12. Let 'er rain. Get weather forecasts on WMT.
13. Pick while green (reduce droppage).
14. Force-dry in drum dryer.
15. Market. Get market reports on WMT.
16. Optional in places not shown: Listen to WMT.

*Corn production keeps climbing, in spite of U.S. farm planners' efforts to cut it. While land used in U.S. agriculture in the last two decades has been reduced by 3 million acres, production has increased about 40%. Average corn yield per acre is now around 52 bushels; in 1939 it was about 29.

**WMT**
CBS Radio for Eastern Iowa
Mail Address: Cedar Rapids
*National Reps: The Katz Agency*

# CATV ACTION IN JANUARY

## Magnuson says FCC control of catv a must

The catv problem "will be taken care of immediately after the Congress convenes in January," Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, assured his colleagues on the final days of the First Session of the 86th Congress.

Sen. Magnuson's remarks were in answer to a question posed by Sen. Mike Mansfield (D-Mont.), majority whip, as to whether the catv bill (S 2653) would be brought up for consideration on the floor. The Commerce Committee chairman noted that the Senate had passed a bill (S 1886) dealing with "illegal" vhf boosters (BROADCASTING, Sept. 14). "At one time the two bills were joined," Sen. Magnuson said. "But later they were separated because they affected each other only indirectly."

He said the day is coming when catv systems "must" be put under direct regulation of the FCC (a provision of S 2653) but that "we do not wish to be unfair to any of them [catv operators]." He said the bill was passed over to give interested parties ample opportunity to comment on its provisions before Congress reconvenes in January. "There is no real rush on the matter because the important problem was the booster problem and that has now been taken care of," Sen. Magnuson said. (While the Senate passed the booster bill, the House took no action prior to adjournment. House Commerce Chairman Oren Harris (D-Ark.) has indicated, however, that this will be one of the first matters for consideration by that committee next January.

**Answer for Keating** • In reply to a question by Sen. Kenneth Keating (R-N.Y.), Sen. Magnuson said S 2653 was reported unanimously by the committee with the understanding that it would not be voted on by the full Senate before next year. He said some of the provisions and definitions (S 2653 defines catv as a broadcasting service, not a common carrier as the FCC and others maintain) in the bill need to be clarified.

"It has been suggested that they might be common carriers because rates are charged . . . " Sen. Magnuson noted. He particularly invited comments on this phase of the bill.

Briefly, S 2653 (1) defines catv as a broadcasting service, (2) places such systems under direct FCC regulation with grants to be made under public interest standards, (3) requires systems to carry signal of local station and prevents duplication through signal of second station and (4) prohibits the use of catv for pay tv (BROADCASTING, Sept. 7).

A day prior to the floor exchange by Magnuson-Mansfield-Keating (on Sept. 11), Sen. Frank Moss (D-Utah) said that it was his understanding the catv and booster bills would be considered as companion measures by the Senate. "This did not happen," he said. "The catv bill is being held up by various senators." (It had been predicted that the booster bill would be passed while the catv bill would not [BROADCASTING, Sept. 7]).

Sen. Moss said that some form of catv regulation is a must "or there will be chaos in the broadcasting industry." He urged that catv be subjected to "the same regulations which are applicable to common carriers and public utilities." Sen. Moss was a co-author of the orginial S 1886 which in addition to legalizing boosters, also defined catv systems. The catv reference was killed by the Commerce Committee.

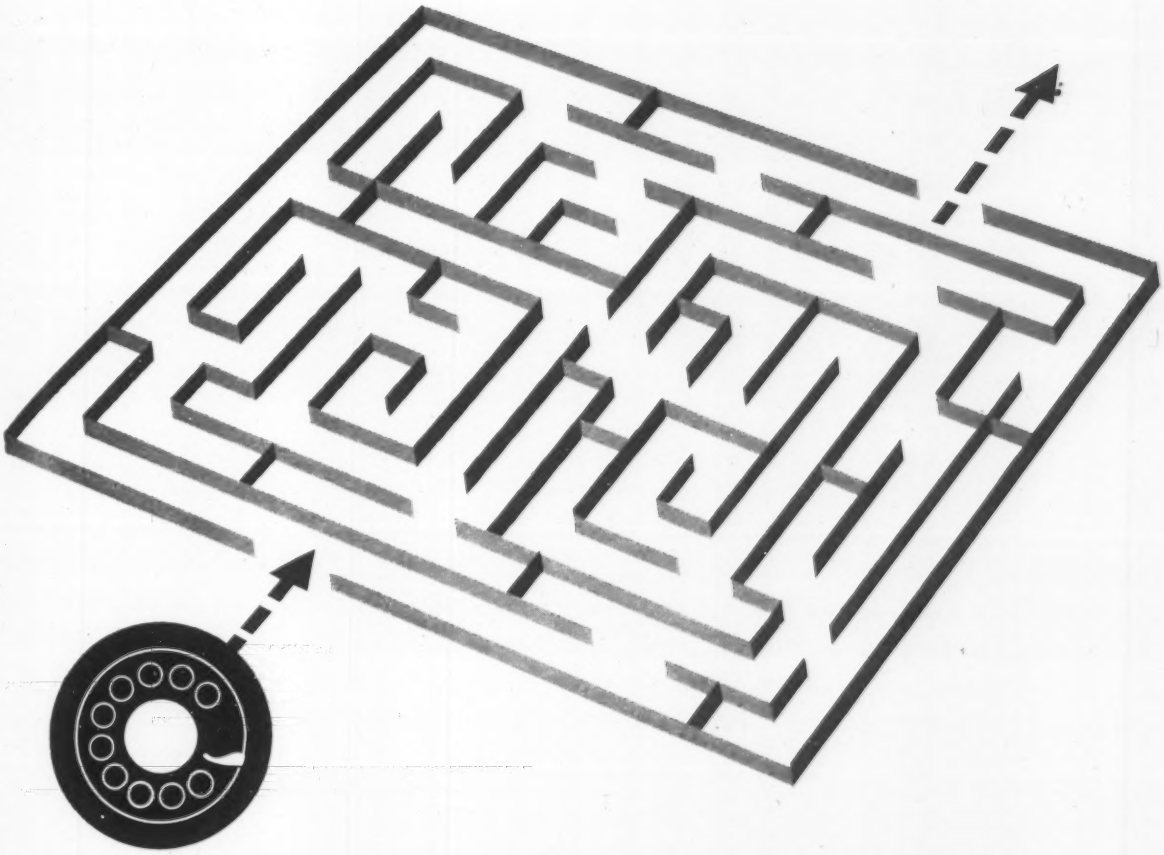
## Radio-tv exempted

The efforts of the California State Broadcasters Assn. legislative committee were responsible for exclusion of radio and tv towers from the provisions of a new state law which has been enacted to require a state permit for structures higher than 500 feet, reports Harold P. See, general manager of KRON-TV San Francisco.

California is one of several states which have enacted laws or are considering measures to restrict the height and location of radio and tv towers as potential air flight hazards (BROADCASTING, July 13). The California law specifies that it does not apply to structures which require approval of the FCC or Federal Aviation Agency.

## Weston ch. 5 merger

An initial decision was issued last week by FCC Hearing Examiner Jay A. Kyle favoring the grant of ch. 5 Weston, W.Va., to WJPB-TV Inc. The recommendation resulted from a merger agreement entered into with competing applicant Telecasting Inc. (comprising the same principals as off-air WENS [TV] Pittsburgh, Pa.). Mr. Bond recommended that the Weston ch. 5 station not be permitted to engage in program tests until its principals had disposed of present interests in ch. 35 Fairmont, W.Va. WJPB-TV Inc. is owned by J. Patrick Beacom. Weston is about 20 miles south of Clarksburg, W.Va.



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# MORE OPTION TIME COUNTERFIRE

## Reply comment echos earlier views on FCC revision proposal

The three tv networks, and affiliate groups supporting them, lined up solidly last week against an FCC proposal to reduce network option time from 3 to 2½ hours per segment of the broadcast day.

In reply comment to the Commission, reiterating their stand against tampering with option time in comments filed Aug. 3 (BROADCASTING, Aug. 10, 3), they held that (1) network service will deteriorate if option time is reduced, (2) an "opinion" by Justice Dept.'s antitrust division that option time violates antitrust laws is not "binding" on the FCC and that (3) the Commission's own findings are that option time is "necessary and in the public interest."

ABC, CBS, NBC and the affiliates groups also denounced proposals by (1) KTTV (TV) Los Angeles that option time be abolished completely, (2) National Telefilm Assoc. that option time from a single program source (i.e., a network) on one or more stations in a community be limited to 2½ hours, (3) Station Representatives Assn. that one hour per segment be optioned to non-network sources by a station in a three-station market for six days of the week (30 minutes in two-station markets, none in one-station markets) and (4) Westinghouse Broadcasting Co. that a station may not regularly schedule network programs outside option time hours, with specified exceptions for public interest-type programs, sports, etc.

**KTTV, NTA Contentions** • KTTV's reply comments last week repeated its charge that option time is illegal, charged the networks with deliberately seeking the "shield" of option time to avoid competition with independent program services and added that the networks, through their "silence" on the antitrust issue involved, are trying to "sweep it under the rug."

NTA repeated its request for a half-hour of option time per segment for independent program suppliers, maintaining that option time should not be the "sole property of the three networks." NTA said the networks claim programs from non-network sources as not as good as network programs and that the networks conclude that their "tools" (option time) "should not be shared with others who might produce such a product."

**In Answer** • ABC said none of the comments on Aug. 3 endorses the FCC proposal to reduce option time from 3 to 2½ hours, although KTTV opposes any option time. ABC said KTTV is attempting to "rehash" arguments already rejected by the FCC in making its finding that option time is reasonably necessary and in the public interest.

NTA's suggestion, ABC said, would not only jeopardize the economic base of network operations by reducing the option time available, but would put a restriction on contractual relations between stations and non-network program suppliers where none exists at present.

Both the SRA and WBC proposals would infringe on the right of a licensee to exercise its judgment in selecting programs, ABC said.

CBS said the FCC's proposal on "straddle" programs (that they be considered as being within option time) has not been shown to be essential and resubmitted the CBS alternative proposal that such programs be considered as falling entirely outside option time, which, CBS said, would dispose of the "supposed difficulty" that such programs may be used by networks to extend option time.

CBS said the SRA plan would exclude networks "absolutely" from certain time periods, giving non-network program sources an isolation not given networks during option time periods because of various FCC and other limitations.

The WBC plan is a compulsory restriction against network programs that is even more intensified, CBS said, adding that WBC did not attempt to establish the need for such a rule. The network declared that many stations are financially unable to program all non-option hours and require network programming to remain strong economically.

CBS said NTA's plan won't help anybody since there is no FCC rule against optioning time to non-network program sources, anyway, and because FCC rules already prohibit option time being exclusive as between networks. The plan would amount to "rationing of option time" among the various networks, CBS said, and would foreclose, not enhance, competition.

**Status of Hansen Opinion** • CBS held the Feb. 27, 1959, letter from Victor


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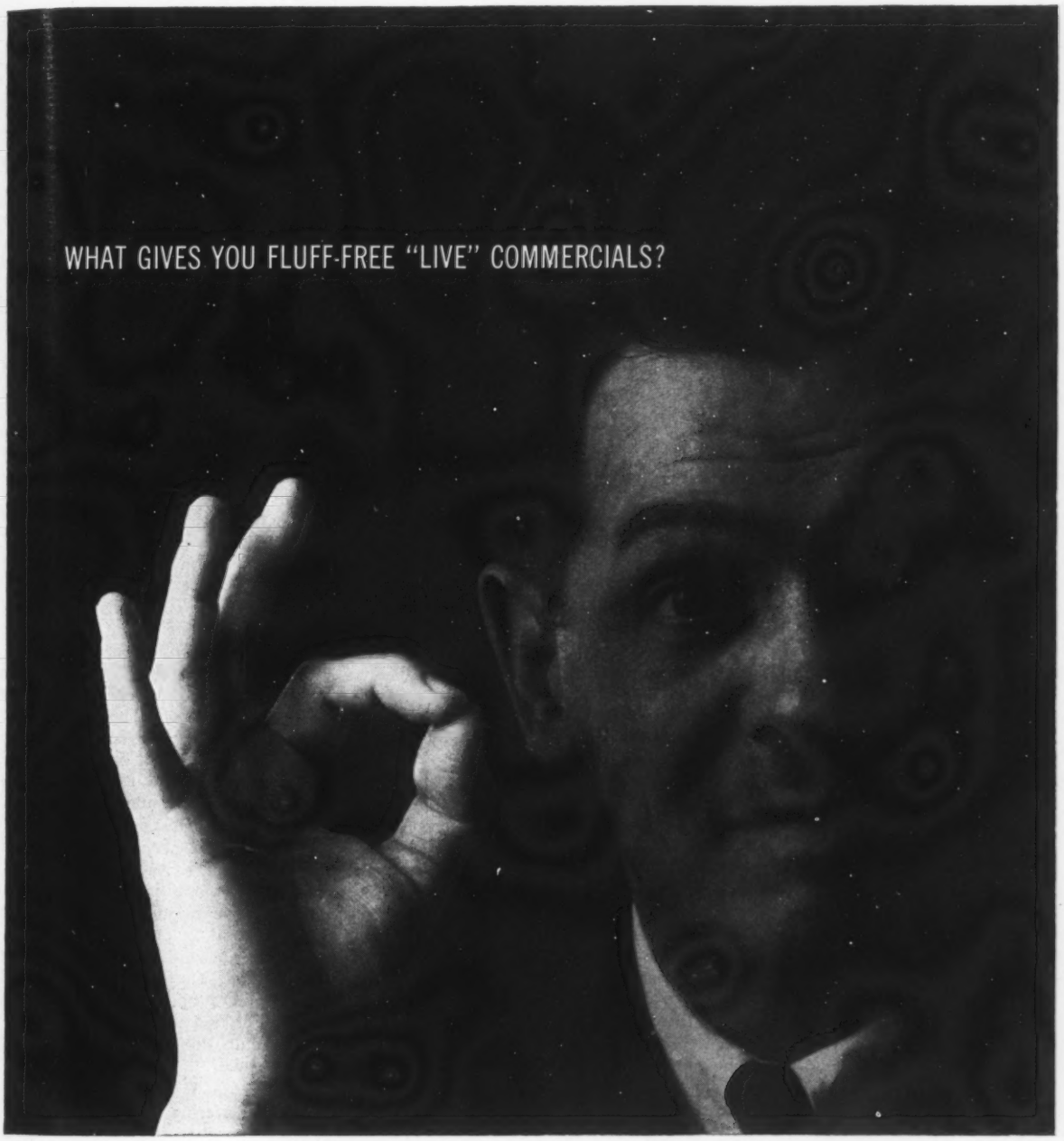


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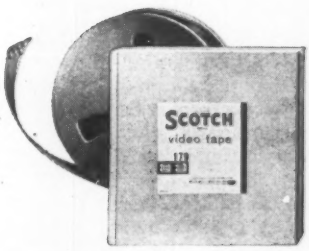


Your commercial is live as life. It's spontaneous. Fresh. Clear. Even its lighting is that of a live commercial.

But—

No goofs. Not a chance.

And you know why: "SCOTCH" BRAND Video Tape. To date, the only tape to accomplish the miracle of sight plus sound —*accurately*. A product of the same 3M Research that pioneered tape recorded delayed broadcasts 10 years ago. Erasable, re-usable and without the time delay of film processing.

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R. Hansen, then assistant attorney general to the FCC, opining that option time "runs afoul" of the Sherman Act has been considered by the FCC and found lacking, both legally and persuasively. The FCC is not bound by this opinion, CBS said, and the FCC's jurisdiction to determine the public interest is "exclusive" and may not be disturbed, even by the federal courts. CBS said the Hansen letter gave "erroneous advice" and failed to consider, as did the FCC, the "benefits" not only to networks but to those who compete with them (independent program sources, station representatives, non-network advertisers) as well as to stations and ultimately the public.

The network cited court cases to support its holding that Mr. Hansen was wrong when he said option time is an illegal "exclusive dealing" and "tying" arrangement.

NBC declared SRA and WRC proposals would restrict stations as to their sources of programming. The network said the Barrow Report showed that stations are free to refuse network programs in non-option periods, based on a 1955-56 study showing network programs occupied less than a third of the time, while syndicated and feature film took up more than 40% of the time. The WBC proposal would be far more restrictive than any the FCC has suggested, NBC said, because it would result in a forced reduction in present network programming.

NBC said it is "mystified" by the NTA proposal, since there is no FCC rule prohibiting non-network program sources from obtaining options on station time. Option time does not fit the syndication operation, however, NBC said, because syndication does not provide a continuing program service to stations. The station options its time to a network for the "very substantial values the station and public obtain in return," the network stated.

NBC said that only "unreasonable restraints of trade" are prohibited by antitrust laws and antitrust considerations must be determined in light of facts peculiar to the particular business; therefore, since the FCC has found option time "reasonably necessary" and in the public interest, it cannot be a violation of the antitrust laws. KTTV "ignores completely" the fact that the Supreme Court approved the option time practice in NBC *vs.* U.S. (1943), NBC said.

**Disastrous Consequences Seen** • On option time in radio networking, NBC said reduction of option time would not be supported by valid evidence. There appears to be a surplus of time available to non-network program suppliers and advertisers, with a declining trend in radio network revenues and an increase in spot, NBC reported. The network charged that SRA, in proposing total elimination of radio network option time, is trying to put the radio networks out of business.

NBC said rule changes in radio, as proposed in television wouldn't be based on valid evidence, would weaken the option time principle in radio and might well be the final blow to kill network radio, "which is struggling for survival against many economic handicaps and . . . [is] the basic framework for national civil defense communications in time of emergency.

The Select Committee of ABC-TV Affiliates advanced reasons similar to those of the networks for rejecting KTTV's proposal to abolish option time and the FCC proposal to reduce it. NTA's proposal should be ignored, the group said, because it is "self-serving" and does not consider the "inability and disinclination" of non-network program sources to provide a comprehensive, balanced program service—"a requisite to satisfactory and effective network service and the use of option time." WBC and SRA ignore the function of networks as program suppliers and would jeopardize the ability of affiliates to maintan the high quality of their existing service, according to the ABC-TV affiliate group.

**Notification Period** • The committee said it does not oppose placing straddle programs inside option time provided option time remains at 3 hours per segment of the broadcast day. The group differed with the ABC-TV network and NBC-TV affiliates by approving the FCC proposal to change the length of time from 56 days to 4-17 weeks in which a network must serve notice to an affiliate that it is exercising its option for a given time period. The committee felt there is no need to further clarify an FCC proposal to give affiliates the right to reject programs already accepted from networks when they believe them to be unsatisfactory or unsuitable.

Neither is there any need for further clarification of proposal to give affiliates authority by FCC rule to substitute for network programs those programs they feel to be of greater local or national importance, the stations said.

CBS Television Affiliates said NTA's plan is without merit (1) since non-network suppliers cannot give stations a continuous, balanced program service and (2) because there is little chance the half-hour of option time would allow non-network sources to obtain options from stations since they cannot provide services the networks provide. The WBC plan would "arbitrarily" limit network program service and would directly injure stations in smaller markets which are dependent on network programs, the group said. SRA's proposal differs from WBC's only in degree, the affiliates unit said.

**Right to Reject Shows** • The CBS Tv Affiliates said option hours should not be reduced. They felt straddle programs should be considered to be in option time as long as option time hours are not reduced; they hoped the FCC would lengthen the network notice required to an affiliate to permit the affiliate to assure a non-network advertiser of a 13-week contract in a particular time segment and that in any case the period should not be shortened to less than eight weeks. They felt affiliates should be allowed to reject network programs, already accepted, on "unsatisfactory" or "unsuitable" grounds and that a station should be able to substitute for network programs those programs it considers of "greater" local or national importance, as distinguished from the present "outstanding" category provided by the rules.

The CBS-TV-affiliated stations took lengthy exception to KTTV's proposal that option time be abolished. They said option time is not illegal: that the Justice Dept. letter is not binding, that the practice is not a *per se* violation and that option time is a reasonable business practice and does not unduly restrain competition. They did not believe the FCC is required to determine the antitrust issue, but only to consider policy underlying the antitrust laws as a factor bearing on the public interest.

NBC Tv Affiliates opposed the NTA, WBC and SRA proposals for reasons largely similar to those given by networks and the other affiliate groups. They saw no reason for adopting the FCC proposal for changing the network notice to an affiliate for option of a time period. They reiterated approval of the FCC proposals to give affiliates more discretion to reject network programs, both those accepted and those not accepted.

**Answer to KTTV** • The affiliates group, answering KTTV, said FCC "retention rather than prohibition" of option time is the only course of action consistent with the FCC's duty to enforce the Communications Act and give "appropriate attention" to other laws. The Hansen letter is neither binding nor entitled to persuasive weight, the committee said, and even if the FCC believed option time might be a violation, it would be derelict if it prohibited the practice at this time. The FCC must enforce the Communications Act, not the antitrust laws, and cannot on a "tentative judgment" prohibit a practice it has found essential to larger and more effective use of tv in the public interest.

The Hansen letter failed to consider these findings, the group continued, and was wrong in its "exclusive deal-

ing" and "tie-in" analogies concerning option time.

The affiliates said a recent Supreme Court decision (U.S. vs. RCA) held the FCC has no power to decide antitrust issues as such, but only insofar as they affect the public interest.

## • Government notes

**Labor bill signed** • Legislation to amend the Taft-Hartley Act (S 1555) was signed Monday (Sept. 14) by President Eisenhower. The bill provides important relief for broadcasters from secondary boycotts and blackmail picketing (BROADCASTING, Sept. 14).

**Test signal ruling** • The FCC has made final the technical details for the use of television test and reference signals, prescribing the area within the vertical interval during which these signals may be transmitted. Conditions were imposed to prevent degradation of program content and to minimize potential interference to other stations. The order becomes effective Oct. 4. The use of test signals is permissive and no standards have been established as yet. Tv stations have been permitted to transmit test signals during regular programming hours on a temporary basis since 1956.

**Merger okayed** • The way has been cleared for grant of ch. 12 in Farmington, N.M., to Farmington Broadcasting Co. following acceptance by FCC Hearing Examiner Elizabeth C. Smith of a merger agreement between Farmington Broadcasting and the other applicant, Four Corners Broadcasting Co., with each to hold 50%. Discussions of merger between the two began last January. Farmington Broadcasting also expressed the hope the FCC can grant simultaneously its uncontested applications for ch. 6 Durango, Colo., for a satellite station, and ch. 76 Cortez, Colo., for a translator.

**Miami exception** • The FCC has approved a relocated transmitter site for a vhf outlet in Miami, Fla., which is five miles less than the minimum separations required by the rules. The Commission approved the change for educational ch. 2 WTHS-TV Miami. It waived the mileage separation requirement when co-channel ch. 2 WESH-TV Daytona Beach, Fla., stated that it had no objection. There was one condition imposed; that the effective radiated power between bearings 320 degrees and 350 degrees true from the antenna site should not exceeed 19.1 dbk (81.3 kw). The approval also permits WTHS-TV to increase antenna height to 670 ft.

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# UA CITED IN JUSTICE DEPT. SUIT

## Antitrust action based on acquisition of film libraries

The Justice Dept.'s trust busters moved again last week against a distributor of feature films to tv.

The government filed, on Sept. 15 in New York federal district court, a civil antitrust suit against United Artists. The charge was that the Hollywood producer by acquiring Associated Artists Production Corp. and rights from C&C Television Corp. had lessened competition in the field of films for tv.

The suit asked that the acquisitions be found illegal and that United Artists be required to divest itself of the assets of the two companies.

The suit is the second in as many years filed against a major Hollywood producer in the field of tv distribution of feature films. In April 1958, the Justice Dept. filed a similar complaint against Columbia Pictures and its subsidiary Screen Gems Inc. when it acquired rights to distribute Universal Pictures' pre-1948 films to tv (BROADCASTING, April 14, 1958).

**Block Booking Suits** • In 1957 the government filed antitrust suits against six tv film distributors for allegedly engaging in block booking. These were filed against Screen Gems (Columbia), Associated Artists Productions (Warner Bros.), C&C Super Corp. (RKO), Loew's Inc. (MGM), National Telefilm Assoc. (20th Century-Fox), and United Artists (UA). These are still pending.

In its latest suit, the Justice Dept. stated that almost 5,000 feature films from the libraries of major producers are now available for tv. It said that before October 1958, the eight major film libraries were distributed to television stations by seven companies, all independent of each other—except that Columbia Pictures and Universal features were distributed by Screen Gems, a Columbia subsidiary.

United Artists, the complaint charged, had distribution rights for both theatrical and tv showing of more than 250 feature films made by independent producers under UA auspices.

The complaint alleged that:

• In October 1958, Associated Artists Productions sold its film library of 750 pre-1950 Warner Bros. pictures to UA subsidiary United Artists Associated. The price was reported to have been $15 million.

• In April 1959, United Artists acquired residual theatrical and tv distribution rights to 750 pre-1950 RKO film features for a reported $6 million from C&C Television Corp. (Matthew Fox). Mr. Fox acquired distribution rights for a reported $15 million from the parent producing company.

**Decreased Competition** • The effect of these acquisitions, the government said, may be to substantially lessen competition in violation of Sec. 7 of the Clayton Act. The Dept. of Justice said that these actions has resulted in—

• Actual or potential competition to UA in distributing and licensing feature films to tv has been and will be eliminated.

• The number of competing sources in this field has been reduced.

• The competition within this field has been reduced significantly.

"A substantial part of the broadcast time of television stations is used to broadcast feature films," Robert A. Bicks, acting Justice Dept. antitrust chief remarked. "The acquisitions attacked in this case reduce the already limited number of competitors for the business of distributing such films and giving United Artists a stock of films twice as large as that of the next largest competitor."

## MGA sues AFM, networks and others

Musicians Guild of America filed a $10,950,000 damage suit last Monday (Sept. 14) in U.S. District Court in Los Angeles against American Federation of Musicians, AFM Local 47 (Hollywood), ABC, CBS, NBC, Music Corp. of America, Revue Productions, Capitol Records, Desilu Productions and others. The suit charges a monopoly in restraint of trade. It also asks for injunctive relief to restrain defendants from alleged monopolistic practices and from blacklisting, boycotting and other-


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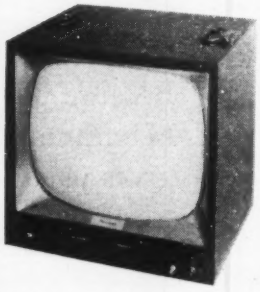

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From halfway around the world he is coming to visit this bountiful land for a few hours. Out here in the heart of America, he will see Agriculture and Industry wed — blossoming into a tremendous capitalistic force for good and good things.

He will see the great rolling fields of hybrid corn stretching from here to your breakfast table. He will see the John Deere Works whose massive daily production of labor-saving farm machinery is an obvious testimonial for a successful capitalistic venture. He will see the sprawling Firestone Tire & Rubber plant which makes tires as big as a house or as small as a doughnut.

He will see one of our country's great insurance centers. He is going to visit a great university dedicated to developing growing things, including people.

He is coming to see what he can see, and it's time he did. There's a lot to see here. This is an important place.

Mr. Khrushchev's every reaction will be reported instantly by radio and television stations everywhere. Before the world goes to sleep that first night of his visit, the world will know more about Mr. Khrushchev and Mr. Khrushchev's world will know more about us . . . because of electronic journalism.

In truth, "Big Brother" will have his eye on us and we'll have our eye on "Big Brother." One of the first things Mr. Khrushchev will see as he flies into Des Moines is the KRNT-TV tower right smack in the middle of town. About the second thing, KRNT microphones and cameras.

There's so much to see here and so little time for him to see it! There's much to know about our nation's radio and television setup, for example, and it takes so long to appreciate its massive force.

Des Moines would be a good place for him to study free American radio and television. We've got some of the best stations in the country here, and they operate in the public interest, convenience and necessity, and not because of any party line or edict. We're important to people.

Mr. Khrushchev should see our good KRNT newsmen in action, writing stories, reporting facts regardless of who is involved—facts about public officials, for example, not caring whether the public officials will be pleased or displeased . . . newsmen broadcasting stories, caring only that the public gets the truth.

Mr. Khrushchev might learn to like American radio and television, all the music, the drama, the comedy, the public service — FREE — just so someone can tell about a product or a food or a service that people can buy to make their living easier . . . selling things in this country that uncounted millions in other parts of the world cannot buy. Let him see free American broadcasting, born from free American competition.

Yes, Mr. Khrushchev is coming to our town, and the world's spotlight focuses on this heart of America. Everyone should come see us. What we are doing out here is important to people throughout the world. Come make your own inspection trip. You'll like what you see.

Cowles Broadcasting Co.

## KRNT, KRNT-TV
## Des Moines, Iowa

Represented by THE KATZ AGENCY

YOU
KCAN'T
KCOVER
TEXAS
without
KCEN-TV

EXCLUSIVE!
we're the only NBC
outlet for miles
around Central Texas!

NBC
CHANNEL
KCEN-TV
TEMPLE · WACO

BLAIR TELEVISION ASSOCIATES
*National Representatives*

wise interfering with employment opportunities of MGA members, said to include more than 700 professional musicians in Los Angeles County.

Filed by Harry B. Swerdlow of Swerdlow, Glikbarg & Nicholas, MGA attorneys, the complaint charges AFM and the other defendants with violating the Sherman Antitrust Act by unlawfully "contracting, conspiring and combining" to restrict all employment of musicians to AFM members, except in the major motion picture studios, where MGA is the authorized bargaining agent for musicians.

MGA is asking money damages of $150,000 trebled to $450,000 under the Clayton Act, and $3,500,000, trebled to $10,500,000, for the individual MGA members allegedly injured by the defendants. MGA also asks for preliminary and permanent injunctions to prevent the defendants from interfering or threatening to interfere with the employment of any of the plaintiffs and with their joining and supporting MGA.

# MCA PLANS PUBLIC STOCK SALE

## Income from tv film and studio rentals far exceeds that derived from talent fees

The preeminence of television films and studio rentals as income makers for MCA Inc., New York, was underscored in a preliminary prospectus issued last week by the company for its contemplated initial offering of public stock.

MCA has filed a registration statement with the Securities & Exchange Commission covering 400,000 shares of common stock. A spokesman for Lehman Bros., New York, underwriters, said the securities may not be offered or sold until the registration statement becomes effective.

MCA, long considered an "octopus" in the entertainment field and one which guarded most details of its operations zealously, revealed in the prospectus that income from television films and studio rentals (lumped together in its financial statement) far exceeded that from its activities as a talent agent. For example, income from tv films and studio rentals in 1958 amounted to $38,656,767; in 1957, $30,426,098; 1956, $23,757,144. For these same years, in order, talent agency revenues totaled $8,816,711, $8,452,147 and $7,634,975.

**Company's Growth** • The company's rapid growth is traced in the prospectus. In 1954, total income was reported at $15.2 million, as compared with $48.4 million in 1958 and $30.1 million for the first six months of 1959.

Earnings last year after taxes amounted to $4,328,000, equal to $1.18 per common share, as against $4,121,000, or $1.12 per share in 1957. Earnings in the first half of 1959 were listed in the prospectus at $2,457,000, or 67 cents per common share as compared with $2,381,000, or 65 cents a share, in the first half of 1958.

In the field of tv film production, the prospectus notes, MCA owns approximately 1,657 tv negatives which were produced or acquired by the company. It also has a co-ownership interest with other producers in approximately 525 additional television film negatives.

The prospectus gives details of the transaction whereby in February 1958, through its subsidiary MCA TV Ltd. the company purchased the pre-1948 feature film library of Paramount Pictures for a minimum guarantee of $35 million. Additional contingent payments up to $15 million are payable if proceeds derived from film rental agreements made on or prior to Dec. 31, 1973, exceed $51,250,000. As of June 30, 1959, the prospectus states, agreement had been made providing for about $50 million in unbilled tv rentals, from which payments of approximately $2 million, representing amounts in excess of the minimum guaranteed purchase price, will be made to Paramount when the respective rentals are collected.

MCA will be collecting a minimum $1 million yearly in rent from Universal Pictures for ten years, beginning last February, in return for leasing to Universal some studio space and facilities at Universal City, Calif. MCA purchased the studios from Universal last February for $11,250,000. The prospectus adds the company currently is constructing additional production facilities at a cost of about $4 million.

**Reduce Bank Debt** • MCA will apply $6,250,000 of the net proceeds from the stock sale to the reduction of $9,250,000 of bank notes. The balance from the stock sale will be added to MCA's working capital.

After giving effect to the sale of the 400,000 shares of common stock, MCA's outstanding stock will consist of 3,995,735 no par value shares of common and 17,985 shares of $100 par value preferred. The prospectus states that Jules C. Stein, board chairman, holds 39.7% of the outstanding common stock of the company and Lew R. Wasserman, president and chief executive officer, 19.8%. It was said that directors and officers of the company,

## Daily screenings

In an unusual selling presentation for tv film product, Art Theatre of the Air Inc., New York, will initiate a series of daily screenings of 52 post-1955 feature films to an audience of station representatives, advertising agency executives and station film buyers at the Fine Arts Theatre in New York, starting Oct. 5. For the next six months, company spokesman said, there will be a screening each weekday at 10 a.m. of a different film. The titles of the films for each day will be announced the preceding week in trade papers. The films, all produced abroad, star such performers as Ingrid Bergman, Brigitte Bardot, Sophia Loren, Michele Morgan, Claudette Colbert and Silvana Mangano. As an added filip, a continental breakfast will be served each day to the visiting buyers, agencymen and station representatives.

as a group, hold 85.2% of the common stock.

The prospectus points out that on Sept. 1, 1959, a plan of reorganization became effective under which five main MCA companies were brought together under one corporate structure under the name MCA Inc. The companies, which were made subsidiaries of MCA Inc., are Music Corp. of America, MCA Artists Ltd., Management Corp. of America, Revue Productions Inc. and MCA TV Ltd. Inc. (The latter two are the tv film production and distribution arms respectively of the company.)

## ASCAP radio pact runs into obstacles

"All that's fastened down is coming loose." Members of the All-Industry Radio Music License Committee, who thought they had negotiated a deal with ASCAP on new music licenses last summer (BROADCASTING, June 22), had reason to reflect last week on this observation by De Lawd in "Green Pastures." Not all, but some important corners of the midsummer agreement were coming unstuck.

Federal Judge Sylvester Ryan, before whom the earlier agreement had been reached (subject to formal approval and signature), opened the way for further discussion of new ASCAP proposals—including one that the committee estimates would cost radio broadcasters an extra $1 million a year. This would be $300,000 more than they paid in 1957 even though the new terms anticipate a 9% reduction. This proposal would make talent fees a part of the station-revenue base on which ASCAP payments are computed, unless the fees are billed separately to the advertiser and are in addition to rate-card time charge (CLOSED CIRCUIT, Sept. 14).

The committee, with Robert Mason of WMRN Marion, Ohio, as chairman and Emanuel Dannett as legal counsel, is resisting the proposal. It also is fighting an ASCAP bid to have music-license violations, including allegations of nonpayment, brought under the court's jurisdiction. This would mean that ASCAP charges of nonpayment, filed in New York, would have to be defended in court in New York regardless of a defendant station's location.

Another meeting between the all-industry group and ASCAP officials, also to be held before Judge Ryan, was set for Oct. 23.

Authorities reported, however, that the payment formula agreed upon earlier this year would not be reopened. In addition, the committee won a point: Interim fees, covering the use of ASCAP music while new license terms are being worked out, were revised downward. Up to now the formula has been the same used under the licenses which expired last Dec. 31. From now on (and retroactive to June 1), under an order expected to be entered last Friday, the interim charges will be the lower ones agreed upon some months ago as the basis for the proposed new five-year contracts. Thus the station blanket commercial fee comes down from 2.125%, while the sustaining fees reduces from the quarter-hour rate to twice the one-minute rate for stations with annual net receipts between $50,000 and $100,000, and from the half-hour rate to 2 and one-half times the one-minute rate for stations above $150,000.

## BMI reacquiring stock from NBC

NBC is giving up its stock in Broadcast Music Inc.

Its decision to follow the lead of CBS and sell back to BMI the minority interest it has held since BMI's formation 20 years ago was expected to be announced by BMI over the weekend.

BMI bought back the 4,264 shares (about 5.8%) held by NBC at the original purchase price of $5 a share, or $21,320. Aware that CBS had been criticized for selling its BMI stock at cost, NBC took precautions. Barney Young of Life Music, a persistent critic and also litigant against networks, had "offered" $3 million for CBS' BMI stock at the CBS stockholders meeting last April, shortly after CBS sold it back to BMI for $35,000 (BROADCASTING, April 13, 20). So NBC had its stock appraised by Hornblower & Weeks before selling. The appraiser's report: the stock was worth $4.50 to $5 per share.

Network and broadcast-station ownership of BMI has been a target of critics in both congressional and judicial proceedings.

NBC, like CBS, was said to take the position that there is nothing wrong with network ownership of BMI stock but that now there is little point in holding onto the investment. NBC continues as a BMI licensee.

BMI was set up to establish a source of music when ASCAP, then the only major music-licensing organization, demanded fees which broadcasters deemed exorbitant.

With NBC selling back its stock, William S. Hedges, vice president in charge of integrated services for the network, has resigned his seat on the BMI board.

ABC meanwhile holds about 4.5% of BMI stock. Whether it will divest itself was a moot question last week. The rest of the BMI ownership is held by individual stations and station owners.

## Mafia films postponed at government request

Three tv network shows on the Mafia were postponed at the government's request, it was learned last week in pretrial proceedings in New York Federal Court against defendants in the so-called "Apalachin meeting" of two years ago.

The programs will not be scheduled until after the trial which begins Oct. 26 for 23 persons believed to be at the meeting and charged with conspiracy to obstruct justice by lying and falsifying stories about its true nature.

The networks are CBS-TV, which had scheduled two shows, one entitled "Meeting at Apalachin," and NBC-TV which prepared a third program also on the Mafia, a worldwide crime operation that has its seed in Sicily.

The so-called "Apalachin crime convention," held in 1957 in Apalachin, N.Y., was attended by underworld leaders.

Defense counsel had accused the government of inviting the telecasts so as to continue a hostile climate for the defendants. This accusation promptly denied by the government also uncovered the postponement request made of the tv producers. The chief government counsel, Milton R. Wessel, who had made the request, did so because he thought the tv shows would hamper the paneling of an impartial jury. The tv producers, Mr. Wessel said, acceded.

When you've got a *BIG* job in Cincinnati...

let *BIG Y* DO IT!

BIG Y has AUDIENCE AND POWER . . . the BIGGEST metropolitan audience of any Cincinnati station (April-May 1959 Nielsen) and 50,000 WATTS of SELLING power to reach all the Cincinnati area.

We are doing a BIG job every day for our advertisers. Here's what a few say about us:

"With WCKY, we set an all-time record for SOHIO station openings in Cincinnati and in Ohio." Elmer Horstmeyer, Hyde Park Sohio Service

"We can honestly say the results from our WCKY broadcasts were the best promotions we ever had." Saul Marmer, Pres. Jems Shoe Stores

"Our account, Jennings Buick, has asked me to express to you how pleased he is with the result of his WCKY broadcasts . . . . . we are a firm believer in the aggressive grass roots showmanship that WCKY does so well." Art Radkey, V.P. Keelor & Stites Co.

Let BIG Y work for you in Cincinnati! Call Tom Welstead at our New York office, Eldorado 5-1127, or AM Radio Sales in Chicago and the West Coast.

## NEW EMMY PLANS
## Award categories to be cut in half

Emmy's figure is going to be streamlined in television for the 1959-60 season.

A plan for paring the Emmy awards from 42 to 21 and placing greater emphasis on creativity in programming was approved by the trustees of the National Academy of Tv Arts & Sciences meeting in Chicago Sept. 11-13. The new categories represent an amalgamation of proposals by NATAS' five chapters—New York, Los Angeles, Chicago, Baltimore and Washington.

Walter Cronkite, NATAS president and CBS commentator, announced the new classifications after trustees from all chapters met. The previous awards system had drawn widespread criticism after the 11th annual show (BROADCASTING, May 11).

New Emmy awards categories are:

**1. Program Achievement in the field of humor. 2. Program Achievement in the field of drama. 3. Program Achievement in the field of music. 4. Program Achievement in the field of variety. 5. Program Achievement in the field of news. 6. Program Achievement in the field of public affairs and education. 7. Achievement in the field of children's programming. 8. Single performance by an actor (lead or support). 9. Single performance by an actress (lead or support). 10. Performance by an actor in a series (lead or support). 11. Performance by an actress in a series (lead or support). 12. Performance in a variety or musical program or series. 13. Writing achievement in the dramatic field. 14. Writing achievement in the comedy field. 15. Writing achievement in the documentary field. 16. Directorial achievement in drama. 17. Directorial achievement in comedy. 18. Achievement in art direction and scenic design. 19. Achievement in cinematography for tv. 20. Achievement in electronic camera work. 21. Achievement in film editing for tv.**

## RPI fm-to-am relay adds 13 stations

Radio Press International, New York, last week reported 13 stations have become regular subscribers to its live voice newscast service as a result of recent tests involving fm-to-am relays in the southeastern U.S. (CLOSED CIRCUIT, July 27).

They are: WSLS Roanoke, Va., WGWR Ashboro, WRAL Raleigh, WFMC Goldsboro, WFNC Fayetteville, WMIT (FM) Charlotte, WJNC Jacksonville, WWGP Sanford, WKBC North Wilkesboro, WATA Boone, WTOB Winston-Salem, WBUY Lexington, all North Carolina, and WQOK Greenville, S.C. Also signed, effective Oct. 5, is WERC Erie, Pa., which will receive the daily newsfeeds via fm relay from Cleveland. RPI subscribers now total 70.

In other new business developments at RPI, a spokesman said a special news package covering the Khrushchev tour of the U.S. was completely sold out. RPI is currently feeding its coverage to 30 stations from coast to coast. Limited equipment facilities for the special phone feeds prevented additional sales, he said. A similar package deal will be offered when President Eisenhower tours the Soviet Union, it was reported.

## OUTCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Sept. 21 (10-10:30 p.m.) Sept. 29 (9-9:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Samples.

Sept. 22 (9-10:30 p.m.) **Toast to Jerome Kern**, U.S. Brewers Foundation through J. Walter Thompson.

Sept. 23, 30 (8:30-9 p.m.) **Price Is Right**, Lever through Ogilvy Benson & Mather and Speidel through Norman Craig & Kummel.

Sept. 23 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

Sept. 24 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

Sept. 25 (8:30-9:30 p.m.) **Best of Durante**, Zerex through BBDO, Warner-Lambert through Ted Bates.

Sept. 26 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking through Ted Bates.

Sept. 26. (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles and Mars through Knox-Reeves.

Sept. 26 (7:30-8 p.m.) **Bonanza**, RCA through Kenyon & Eckhardt.

Sept. 27. (8-9 p.m.) **Sunday Showcase**, Procter & Gamble through Benton & Bowles.

Sept. 27 (9-10 p.m.) **Chevy Show**, Chevrolet through Campbell-Ewald.

Sept. 28-30 (6:30-7 a.m.) **Continental Classroom.**

Sept. 28-30 (12:30-1 p.m.) **It Could Be You**, participating sponsorship.

Sept. 28-30 (4-4:30 p.m.) **Truth or Consequences**, participating sponsorship.

Sept. 28 (10-11 p.m.) **Steve Allen Show**, Plymouth through N. W. Ayer.

## Ziv sets $21 million production budget

Ziv Television Programs, New York, has set a record production budget this year of $21 million, covering 12 tv film series, it was announced last week by John L. Sinn, president of Ziv Tv. The figure, he said, tops last year's high of $16.5 million for eight properties.

Mr. Sinn noted that four network and eight syndicated programs will be produced this year. Two new network entries are *Challenge* (NBC-TV) and *Men into Space* (CBS-TV) while new episodes will be produced for *Bat Masterson* (NBC-TV) and *Tombstone Territory* (ABC-TV). The eight syndicated programs in production include four whose titles have not been released, and *This Man Dawson, Lockup, Sea Hunt* and *Bold Venture.*

## Dj group plans meet

The first international convention of the new Disc Jockey Assn., will be held March 4-6, 1960, in Los Angeles, DJA President Jim Hawthorne (KDAY Los Angeles announced. Scott Muni (WMCA New York), first vice president is head of the convention committee.

Business sessions of the convention will be held at 20th Century-Fox studios where production will be underway on "The Big Platter Parade", to be filmed for theatre distribution, and featuring d.j.s. from around the world. Promotion tie-in of producers and DJA calls for inclusion of everyone at convention in at least one scene of the picture.

## • Program notes

**Bomb coverage** • KHOU-TV Houston, Tex., sent newsfilm of the scene at a local school after a bomb had exploded there last Tuesday (Sept. 15) to nine tv stations and three syndicated newsreels. The explosion killed the man who allegedly set it off plus four children and another adult and hospitalized 19. KHOU-TV shot 1,100 ft. of film. This was telecast and sent to CBS-TV, N.Y., as well as the nine stations requesting the coverage. Beep recordings were fed to 75 am outlets. Within a short time of the explosion, KHOU-TV telecast a 45-minute special report of the disaster.

**'Ding Dong' in 27 areas** • *Ding Dong School* (tv kindergarten), distributed by Independent Television Corp., N.Y., has been renewed in 27 markets before the series makes its fall start in 76 markets, Henry G. Saperstein, packager of the series, says. Production of the entire series for the season has been completed and ITC has ordered 13 additional weeks of programs. The show's star and producer is Dr. Frances Horwich.

**Pharmacy Week kits** • American Pharmaceutical Assn., Washington, D.C., is distributing a tv kit to stations in connection with National Pharmacy Week (Oct. 4-10). The kit includes 10- 20- and 30-second announcements plus telops for the visual part of the spots.

**True danger series** • Ross-Danzig Tv Inc., Hollywood, Calif., is producing *Danger Zone*, 26 filmed episodes about people who have had dangerous experiences. The documentaries, hosted by Gregory (Pappy) Boyington, are distributed nationally by Crosby-Brown Productions, Hollywood.

**WLIB's Negro emphasis** • WLIB New York added five hours per week to its Negro programming Monday (Sept. 7), with 93% of the station's schedule now devoted to this specialized audience.

. . . and WOC-TV

FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET

(Davenport, Iowa — Rock Island — Moline, Illinois)

Here is a 42-county market with a fine balance of rich farming communities and booming industrial centers . . . the largest market between Chicago and Omaha . . . Minneapolis and St. Louis . . . the 47th TV market in the nation.

| | |
|---|---|
| POPULATION | 1,632,100* |
| FARM POPULATION | 322,300 |
| EFFECTIVE BUYING INCOME | $2,879,387,000* |
| GROSS FARM INCOME | $1,213,506,000 |
| RETAIL SALES | 2,042,037,000* |

*Sales Management's "Survey of Buying Power — 1959"

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF, IOWA
ROCK ISLAND, MOLINE, EAST MOLINE, ILL.

TV channel 6

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!

NBC

WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

1

DON'T STICK YOUR NECK OUT!

*Buy the station that delivers MORE listeners per dollar than ANY other station in*

**BUFFALO, N. Y.**

**WBNY**

**Best Buy in the Buffalo Market**

*Call Jack Masla*


# FATES & FORTUNES

## Broadcast Advertising

• G.F. MORRILL, president, Borden Co.'s Western Div., named chairman of directors board. L.S. MERRILL, Western Div. vp, moves up to division president.

• HARRY R. BENDER, chief of copy department, JACK M. REEVES and R. FORREST ROSENBERGER, senior account supervisors, appointed vps of Ketchum, MacLeod & Grove, Pittsburgh.

• FRED LEAN, general manager, Miles California Co., subsidiary of Miles Labs, appointed vp, succeeding FRANK G. CLANCY, who retired after 27 years.

• DORIS T. CORNELL named membership director of Retail Merchants Assn., N.Y. She joined company in 1956 as executive secretary to executive vp.

• CALVIN MORRIS, formerly assistant research director, CBS-TV, N.Y., to O.E. McIntyre Inc., N.Y., as marketing manager.

• NICHOLAS J. KOCKLER, assistant industrial relations director of U.S. Potash Co. Div. of U.S. Borax & Chemical Corp., made corporate director of public relations of U.S. Borax, with headquarters in Los Angeles.

• MAITLAND JONES, senior vp and creative director of Fletcher Richards, Calkins & Holden, N.Y., is leaving that agency. He has been with Fletcher Richards since before its recent mergers with Calkins & Holden and Bryan Houston.

MR. GARRISON

MR. BACHMAN

• ROBERT L. GARRISON, vp-member directors board, MacManus, John & Adams, Bloomfield Hills, Mich., named senior vp with responsibility for supervision of commercial and consumer product account groups as well as commercial-retail supervision of Dow accounts. WILLIAM B. BACHMAN JR., MJ&A vp, named senior vp, continuing as group head in charge of Bendix Aviation Corp. accounts-chairman of New Business Dept.

• JOSEPH G. STANDART JR., supervisor of Chrysler and Imperial accounts at Young & Rubicam, Detroit, and JEROME G. DARROW, executive copy director there, named agency vps.

• DOUGLAS BURCH, formerly media director, Leo Burnett, Chicago, to Reach, McClinton & Co., N.Y., in similar capacity, with responsibility for planning-coordination of all Media buying for agency's clients.

MR. BARNES

• JACK BARNES, formerly president, White, Berk & Barnes Adv., to Wunderman, Ricotta & Kline, N.Y., as vp, serving as co-ordinator of new business.

• W.J. BEREY, formerly advertising-promotion manager, Lassiter Corp., (packaging division of Standard Packaging, N.Y.) to Smith, Hagel & Knudsen, there, as senior account executive.

• ALVIN SARASOHN, vp-associate copy director, Kenyon & Eckhardt, to agency's Los Angeles office as creative director.

MR. SARASOHN

• GEORGE C. WISWELL JR., formerly vp-director, Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, to Erwin Wasey, Ruthrauff & Ryan, N.Y., as account executive-member of business development group.

• S. WILLIAM ARONSON, formerly assistant to president, ABC, N.Y., to The Meeker Co., that city, as account executive.

• WILLIAM P. BEE, salesman, Weed Television Corp., N.Y., to Edward Petry & Co. there as tv account executive.

• DONALD ROETTGER, account executive, Earl Ludgin, to John W. Shaw, Chicago, in similar capacity for Morrell meats.

• LEONARD RUTSTEIN, advertising manager, Eastern Div., Philco Distributors, to Exquisite Form Brassiere Inc., N.Y., as advertising manager. MARTIN A. LAVE, production manager, Exquisite Form and Silf Skin Inc., named advertising manager.

• RICHARD T. STEARNS, accounting manager, Hertz American Express International Ltd., Chicago, to similar position with company's European

zone. LYNN W. MOORE succeeds him as accounting manager.

• GEORGE BLANDA, Chicago Bears football player, to Spector Freight System Inc. there as driver sales manager.

• FRED C. WALKER, account executive at Henderson Assoc., Greenville, S. C., named account supervisor.

• LON C. HILL III, formerly copy supervisor at N.W. Ayer & Son, Phila., to J.M. Mathes, N.Y., as copy chief.

• TOM ALLISON, president, Daystrom-Weston Divs., Daystrom Inc., Newark, N.J., named general chairman, 1960 annual conference of National Industrial Advertisers Assn., N.Y. (meeting June 5-9, Shoreham Hotel, Washington.)

• PAUL HANNA, formerly art director at E. D. Kramer Co., L. A., to art staff of Craig & Webster Adv., Lubbock, Tex.

• MILT SAMUEL, manager of Young & Rubicam Hollywood tv publicity department, placed in charge of product publicity and public relations for the agency in Southern California. PAT HOGAN, assistant to Mr. Samuel, succeeds him as tv publicity manager.

• LEWIS GRIEST, formerly account executive, WNEW-TV New York, to the Katz Agency there as salesman. FRED DELHAY, formerly associate media director, McCann-Erickson, L.A., to Katz radio sales staff there. WILLIAM FALLON joins Katz' Chicago radio sales staff. Other Katz appointments in tv sales staff capacity: ROBERT A. LEFKO, New York office; JUSTIN CASSIDY and CHARLES D. LINTON in Chicago, and K. LAYTON MILLER in Dallas.

• EDWARD MANDELL, formerly copy chief, Mack LeBlang Co., N.Y., to Smith, Hagel & Knudson there in similar capacity.

• ALEXANDER STOLLEY, vp, Farson, Huff & Northlich, Cincinnati, named executive vp.

• JOHN PRICE, news director, WKAT Miami Beach, Fla., to Scheaffer Adv., Miami, Fla., as radio-tv department head.

• BURTON E. HOTVEDT, vp, Klau-Van Pietersom, Dunlap Inc., Milwaukee, named vp, Advertising Federation of America and vice chairman of AFA's council on advertising clubs. He succeeds PHILIP E. NUTTING, New England advertising manager of *Holiday* magazine, in both capacities.

### The Media

• ROBERT L. JONES, sales manager, Western States Radio, to KIST, Santa Barbara, Calif., as president-general manager.

• E.K. HARTENBOWER, vp-general man-


KOLN-TV
OUT-PULLS 24 OTHER TV STATIONS
in cost-per-order results!

TATHAM-LAIRD INC
*Advertising*
64 EAST JACKSON BOULEVARD
CHICAGO 4, ILL. • HARRISON 7-3700

June 4, 1959

Mr. A. James Ebel
Station KOLN-TV
Lincoln, Nebraska

Dear Jim:

We're happy to announce that KOLN-TV has won the 1959 Butter-Nut Coffee Flower Seed Promotion Contest.

Thirty-four radio and twenty-five television stations participated in this contest and KOLN-TV delivered the lowest cost per flower seed order.

Please extend our congratulations and appreciation to the members of your station who contributed to making this promotion a great success.

Sincerely,

WBL/uw

William B. Lierle
Broadcast Manager

The letter speaks for itself. If it's *results* you're after, make sure you reach Nebraska's *other* big market — Lincoln-Land — through the *one* station that *really* covers it. Avery-Knodel will give you all the facts on KOLN-TV — Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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ager, KCMO Kansas City, elected to board of CBS Radio Affiliates Assn. Others named to board: A. R. HEBENSTREIT, president, KGGM Albuquerque, N.M.; JAY W. WRIGHT, president, KSL Salt Lake City. AMES BROWN JR., general manager, WPRO Providence, R.I., succeeds CREIGHTON GATCHELL, WGAN Portland, Me., as district director of association.

• DONALD BOYCE, commercial-regional sales manager, WSEE (TV) Erie, Pa., and EDWARD G. ZELLEFROW, WSEE chief engineer, named station and technical managers, respectively. They replace CECIL SANSBURY, now with WHP-AM-TV Harrisburg, Pa.

• MICHAEL BEST named general manager, and GEORGE PRESTON, account executive, of Hil F. Best Co., Detroit, am radio representative.

• GEORGE BROOKS, sales manager of KOTE Fergus Falls, Minn., named general manager, succeeding DALE RAINSBERGER, who resigns because of ill health. Mr. Brooks was previously manager of KMRS Morris, Minn.

• JOSEPH O. JASMIN, formerly radio operations coordinator of WPRO-AM-FM Providence, to WKNE Keene, N.H., as stations operations manager.

"NATURALLY, I LISTEN TO KFWB"
"When surfing, I thrill to the coordination and speed. When listening to radio, I want the same zest and personal pleasure... so naturally, I listen to KFWB."
The KFWB audience gives you more men, women, children more everybodies than any other Los Angeles station. Buy KFWB first and best in Los Angeles.
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## Three NAB committees named

Three NAB standing committees —Television Film, Radio Standards of Good Practice and Engineering— were appointed Sept. 14 by President Harold E. Fellows.

Joseph L. Floyd, KELO-TV Sioux Falls, S.D., was named chairman of the film group which will hold its first meeting Sept. 24 in New York. Other members are A. J. Fletcher, WRAL-TV Raleigh, N.C.; William E. Goetze, KFSD (TV) San Diego, Calif.; Frederick S. Houwink, WMAL-TV Washington; Leonard J. Patricelli, WTIC-TV Hartford, Conn.; A. Louis Read, WDSU-TV New Orleans; Lee Ruwitch, WTVJ (TV) Miami, and Eugene S. Thomas, KETV (TV) Omaha, Neb.

Cliff Gill, KEZY Anaheim, Calif., was named radio standards chairman. Serving with him are Carleton D. Brown, WTVL Waterville, Me.; Frank Gaither, WSB Atlanta; James L. Howe, WIRA Fort Pierce, Fla.; William B. McGrath, WHDH Boston; George J. Volger, KWPC Muscatine, Iowa; Jay E. Wagner Jr., WLEC Sandusky, Ohio, and Cecil Woodland, WEJL Scranton, Pa.

A. James Ebel, KOLN-TV Lincoln, Neb., is chairman of the engineering advisory group. Other members are James H. Butts, KBTV (TV) Denver; A. L. Hammerschmidt, NBC; Howard T. Head, president, Assn. of Federal Communications Consulting Engineers; L. S. Learned, MBS; Carl L. Lindberg, WPIK Alexandria, Va.; Jerrold Martin, WKMH Dearborn, Mich.; Frank Marx, ABC; James D. Parker, CBS; John T. Wilner, Hearst Corp., and Jay W. Wright, KSL Salt Lake City.

MR. FARRELL

• MAURY FARRELL, formerly local sales manager of WBRC-AM-FM Birmingham, Ala., appointed general manager of WATV, that city. He was previously with WAPI there as sports director and director of programs and public affairs.

• JOHN T. COY, San Francisco office manager, The Bolling Co., station rep, named West Coast manager.

• CARL H. KOHLOFF, account executive, XETV (TV) Tijuana, to WITI-TV Milwaukee, as sales representative. BARBARA BECKER to WITI-TV as weathercaster.

• PETE MCNEE, national sales manager, KWTX-TV Waco, named to represent KWTX-AM-TV, KBTX-TV Bryan, KNAL Victoria, all Texas, and KXII-TV Ardmore, Okla. Stations are operated by TX Network.

• JAMES J. WYCHOR, formerly general manager, KLGA Algona, Iowa, to WTRU Muskegon, Mich., as station manager, succeeding KENNETH R. CHAPIN, who has resigned.

• HERB ADAMS of WKLM Wilmington, N.C., to KTVW (TV) Tacoma, Wash., as promotion manager. PEGGY PESSEMIER is assistant promotion manager. HOWARD BOGARTE, Howard Bogarte Adv., Salt Lake City, to KTVW as news director.

• TOM LEAHY, air personality, to KTVH (TV) Hutchinson, Kan., as promotion manager. FAYE GRAVES, KTVH chief director, named production supervisor.

• CHARLES YOUNG, account executive at KTTV (TV) Los Angeles for more than eight years, promoted to national sales manager as part of an overall expansion and reorganization of the station's sales department. Other promotions: ROBERT BENNETT to local sales manager and JAMES HOFFMAN to assistant national sales manager. Both have seven-year records in KTTV sales. AL PRYOR, sales development manager, is named local account executive.

• REX HARDIN, formerly with KING and KXA Seattle, to KISN Portland, Ore., as account executive.

• RICHARD L. LEVISON, salesman, National Telefilm Assoc., to KPOP Los Angeles as account executive.

• LEO GOREN, account executive, WOKY Milwaukee, to WXIX-TV there in similar capacity. WARD CHASE, air personality, WBAY-AM-TV Green Bay, Wis., to WXIX-TV in similar capacity.

• JOHN ALDERN, formerly account executive with KOA Denver, rejoins that station in similar capacity after year as manager of KZIX Ft. Collins, Colo.

• CHARLES M. MINNEHAN, merchandis-


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# $500,000,000 LOSS

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One of the greatest disasters of all time was the San Francisco earthquake and fire of 1906. Property damage of $350,000,000 shocked the world.

Yet America's railroads suffer a needless loss equal to that disaster **every nine months!**

It's the loss from railroad featherbedding—pay for work not performed or not needed—that costs the shipping and traveling public in this country **$500,000,000 every year.**

Earthquakes cannot be prevented but featherbedding can.

**Everybody pays the hidden toll** of featherbedding. That's why the forthcoming negotiations between the railroads and the unions are so urgently important to the whole nation. The railroads will seek the agreement of the unions in lifting this featherbedding burden from the American people so that our country may have the unexcelled rail service a dynamic economy demands.

***OBSOLETE WORK RULES***

are responsible for featherbedding — not the employees who must obey them. Only the operating employees are involved. For example:

Diesel freight locomotives, unlike steam locomotives, have no fires to tend but featherbed rules still demand a fireman — the **third** man in the diesel cab, since the head-end brakeman also rides there.

Total cost for unneeded firemen—$200,000,000 each year.

***— this is featherbedding!***

# AMERICAN RAILROADS

ing manager of KABC-TV Los Angeles, appointed account executive with KABC Radio.

• DONALD N. MARTIN, formerly assistant to president in charge of pr for National Assn. of Broadcasters, Washington, D.C., has organized pr firm bearing his name at 355 Lexington Ave., N.Y.

• JOHN RHODES, WRR Rockford, elected president, Illinois News Broadcasters Assn. for calendar 1960. Other New officers: BILL SPANGLER, WFRX West Frankfort, vice president; Dick Wright, WCIA (TV) Champaign, treasurer; DONALD BROWN, U. of Illinois School of Journalism, fulltime executive secretary. HAROLD SALZMAN, WLS Chicago, to board of director as immediate past president. New directors: BILL MILLER, WTAX Springfield; JIM KOCH, WHBF Rock Island, and BOB BROWN, WMAY Springfield.

• CARL BLEIBERG, promotion-merchandising director, American Institute of Mens & Boys' Wear, N.Y., to WRC-TV Washington as publicity-public relations manager succeeding EDWIN H. PETERSON.

• GEORGE WHITNEY JR., formerly Los Angeles sales representative for Marietta Broadcasting Inc. (KFMB-AM-TV San Diego and KERO-TV Bakersfield, both California), to KLAC Los Angeles as account executive.

• ARTHUR A. WATSON, senior operations analyst, NBC, N.Y., to WRCV-AM-TV Philadelphia as business manager.

• BILL CAMPBELL, sportscaster, WCAU-AM-TV Philadelphia, named sports director.

• PATRICK COLLINS, engineer, WLWD (TV) Dayton, Ohio, to Northwest U., Evanston, Ill., as part-time instructor-graduate assistant, tv production.

• CLAUDE KIRSCHNER, formerly m.c., *Super Circus* tv show, and HERB SHELDON join WOR-TV New York, as hosts of *Looney Tunes* and *Super Adventure Theatre* series, respectively.

• CLAIRE HUGHES, assistant manager, KWKW Pasadena, Calif., re-elected president, Radio & Tv Women of Southern California. Other 1959-60 officers: REGINA LINDENBAUM, Filmcraft Corp., first vp; HELEN MURRAY HALL, NBC-TV, second vp; VERA RUNSER, KFWB Los Angeles, treasurer; GENE KARAGANIS, KTLA (TV) Los Angeles, assistant treasurer; DONA CLARK, J. Walter Thompson Co., recording secretary; DOLORES FINALY, KRCA (TV) Los Angeles, publicity director.


**MIDWEST VHF TELEVISION**—in first 75 market—250,000 TV homes. Profit between $275,000.00 and $300,000.00 annually. Price $1,800,000—$700,000 down will handle.
It is estimated that experienced TV operator can cash in for over $1,000,000.00 profit in three year period.

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NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS


• JUDITH FRIEDLANDER, formerly with pr staff at Elcano Tours Inc., N.Y., to Good Music Broadcasters Inc., as New York sales office manager.

• JIM MCGOVERN, sales promotion assistant, KNX Los Angeles, named program promotion-merchandising manager succeeding MARVIN KATZ who has resigned to enter law school. TOM BERNSTEIN succeeds Mr. McGovern.

• WILLIAM RAY, newsman, has resigned as news chief of NBC's Central Div. to take over active managerial reins of KASI Ames, Iowa, which he recently purchased.

• DON MARTIN, news director, KICN Denver, to KGMC Englewood, Colo., in similar capacity.

• JIM PRICE, formerly program director, KOOO Omaha, to KBON there in similar capacity.

• JOE SIEFERTH, in charge of special projects, WDSU-TV New Orleans, assumes responsibilities of Promotion Director Marion Annenberg while she is on leave of absence.

• PAUL HANSEN, production crew, WKBW-TV Buffalo named staff director. WILLIAM H. YOUNGBLOOD, news director, WJHL Johnson City, Tenn., to WKBW in similar capacity.

• JIM TATE, operations manager, KISN Portland-Vancouver, to KICN Denver, Colo., as program director.

• SID BRENNER, assistant news director, WNBF-AM-TV Binghamton, N.Y., named announcers' director, WNBF-AM-FM-TV.

• LOU MILLER, d.j. with KOMA Oklahoma City, Okla., to KMGM Albuquerque, N.M., as sales promotion director. VIC SIMAN, sales manager, KABQ Albuquerque, to KMGM as sales director. GEORGE SINGER of KYA San Francisco named KMGM program director.

• STEPHEN F. KESTEN, formerly with publicity staff, United Artists Corp., to WNTA-TV Newark, N.J., as assistant director of publicity.

• CHARLES W. SIVERSON, program director, WROC-TV Rochester, N.Y., named supervisor of WROC-FM.

• CHARLES F. WISTER, salesman, Producers Assoc. of Tv, N.Y., to WIBG Philadelphia in similar capacity.

• GEORGE FINNEGAN, salesman, WEEK Peoria, Ill., to WTVH-TV there in similar capacity. GARY G. GRESHAM, WTVH-TV director, named promotion director.

• TOM THORNTON, merchandising manager, KNX Los Angeles' Housewives

Protective League, named national sales coordinator for KNX and CBS Radio Pacific Network. He succeeds JACK LOUGHMILLER who joins KNX-CRPN, N.Y., as eastern sales representative.

• WILL LENAY, d.j., WSAI Cincinnati, to WCKY there in similar capacity.

• DEAN GRIFFIN, newscaster, WAKY Louisville, Ky., to WCKY Cincinnati, Ohio, in similar capacity.

• JACK BOONSTRA, student, Northwest Schools, Portland, Ore., to KGUN-TV Tucson in camera-floor position. He formerly was with KAVE-TV Carlsbad, N.M. KENNETH EARL READ, Northwest student, to WDHF-FM Evergreen Park, Ill., as announcer.

• HUGH S. DOWNING, formerly with WTVD (TV) Durham, N.C., joins WDBJ-TV Roanoke, Va., as producer-director.

• BOB KOOLAGE, air personality with WGAC Augusta, Ga., joins WINC Winchester, Va., in similar capacity.

• BOB KENNEDY, announcer-newsman, WKNY Kingston, N.Y., to WOLF Syracuse, N.Y., as d.j.

• FRANK KAHN, formerly announcer with WASA Havre de Grace, Md., to WDLC Port Jervis, N.J., in similar capacity.

• KATHY GODFREY, sister of Arthur Godfrey, radio-tv personality, joins WINF Manchester, Conn., as air personality.

• JERRY ESTHER, formerly program director of Armed Forces Radio in Manila, to WFYI Garden City-Mineola, N.Y., as announcer.

• ED ST. CLAIR, formerly with WLOF Orlando, Fla., joins WIBC Indianapolis as air personality, succeeding DICK SUMMER, who resigns.

• DICK ALLEN, WANE Fort Wayne, Ind., to WALT Tampa, Fla., as d.j. RAY EVANS, formerly WTHR Panama City, Fla., to WALT as salesman. GUY ZWAHLEN named WALT regional sales representative.

• MRS. ROBERT CLEATH to KIRO-TV Seattle as tv teacher in *Golden Rule School* (tv kindergarten).

• TERRY HUNTINGDON, Miss U.S.A., is daughter of Iola Huntingdon, program director, KWSD Mount Shasta, Calif.

• AL WORTH, meteorologist, WLW Cincinnati, to KWTV (TV) Oklahoma City in similar capacity.

• EDMUND J. HUGHES JR., local sales manager of WWLP (TV) Springfield, Mass., resigns to join staff of publication, *Lollipop Kids*.

• MARTHA LEY, director of German language programs for WHOM-AM-FM New York, awarded Knight's Cross of Order of Merit, Federal Republic of Germany, for her work on WHOM, conferred during visit to Germany as guest of government there.

### Programming

• EDWARD D. ROPOLO, assistant manager, broadcast promotion, NBC Pacific Div., named manager.

• STRETCH ADLER, formerly in charge of network syndication sales, Official Films, N.Y., to Paramount Tv Productions there as director of network sales.

• RITA FISCHER, manager of interview-research department, Don Fedderson Productions, N.Y., named associate producer of *Who Do You Trust?* (ABC-TV). She succeeds MARY DODD, who is named associate producer of *Charley Weaver Hobby Lobby* (ABC-TV).

• SEYMOUR BERNS, last season's director of CBS-TV's *Jack Benny Program*, named producer-director for 1959-60 season.

• SEYMOUR D. HEFFNER, formerly director of programs, Metropolitan Educational Television Assoc., to CBS as director of information program services for CBS.

• MIKE BURNES, advertising sales director, *Cincinnati Times-Star*, to head newly-opened Toronto, Ont., offices of Ziv International.

• ROBERT C. BENNETT, scriptwriter, named creative director of MGM-TV Industrial Film Div., N.Y.

• ANDREAS DUUS JR., Permacel Div., Johnson & Johnson, to Olin Films (part of Packaging Div. of Olin Mathieson Chemical Corp.), as salesman of Olin Cellophane and Polyethylene.

• CHRIS HRUSHOWY, chief film editor, Industrial Film Maintenance, returns to TelePrompTer of Canada Ltd., as sales-service representative.

• HENRY LA COSSITT, editor-radio commentator, named Gulf Oil Corp.'s Washington public relations representative. He will write a bi-weekly analysis of political news in terms of Gulf's interests.

• LOUIS NYE, Steve Allen's chief stooge; JIM BACKUS, voice of "Mr. Magoo," and LOUIS QUINN, "Roscoe" on *77 Sunset Strip*, have been added to personalities of KLAC Los Angeles and will be starred in new weekend program, *Variety 57*.

The WBEC, Pittsfield, Mass., sales department is delighted with the "Department Store Radio Campaign Service" of RCA Thesaurus. Program Director Paul Edwards tells why WBEC is so very excited.

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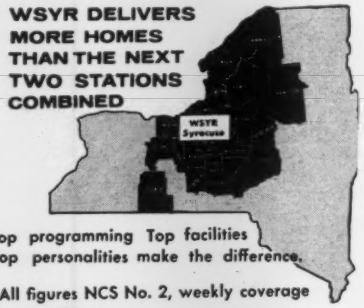


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## Equipment & Engineering

MR. SLOCUM

MR. WEYL

• WALTER WARE SLOCUM appointed president of International Resistance Co., Philadelphia, succeeding CHARLES WEYL, who moves up to chairman of board. Mr. Weyl succeeds ERNEST SEARING, who has retired. Mr. Slocum was formerly vp in charge of operations with Daystrom Inc., Murray Hill, N.J. Before joining that company, he was president of his own management consultant firm in Newark, N.J.

• FRANK M. FOLSOM, chairman of executive committee, RCA, named director of Western Mortgage Corp., L.A. Mr. Folsom is one of group headed by H. Leslie Hoffman, president of Hoffman Electronics Corp., which has acquired control of Western Mortgage.

• STANLEY ROSENBERG, secretary-treasurer, Telectro Industries Corp., Long Island City, N.Y., elected board chairman-chief financial officer.

• LEO F. LEARY, adviser on manufacturing techniques and controls, Raytheon Co., Waltham, Mass., named manufacturing manager. HENRY F. SCHUNK, manager, Newton-Brighton plant, moves to Lewiston, Me., to set up new 140,000 sq.ft. plant for 2,000 workers. RAY T. MIJANOVICH, quality control manager, named manager of Massachusetts production facilities. DR. WALTER F. LEVERTON, Research Div. assistant manager, named Semiconductor Div. engineering manager. RAYMOND J. BARBER, vp-treasurer-director, Savage Arms Corp., named controller.

• RICHARD F. LEACH, sales engineer at General Electric apparatus sales office, Boston, named district manager for sale of GE receiving tubes with Newtonville, Mass., headquarters.

• HENRY F. CALLAHAN, operations vp, Sylvania Lighting Products, named vp-general manager.

• C. DAVID OHMAN JR., public relations-advertising-sales promotion department head, Hawaiian Textron Inc., to marketing program-promotion department, Ampex International, Redwood City, Calif. He will be responsible for conducting sales promotion programs for Ampex magnetic tape recorders in international markets.

• ROBERT G. AXTELL, marketing consultant, McKinsey & Co., N.Y., to Glen Alden Corp. there as director of marketing.

• WILLIAM F. BERGERON, sales engineer, Sylvania Electric Products' Lighting Products Div., named industrial-military sales engineer, headquartering at Teterboro, N.J. JOSEPH H. ORDBAUGH of Tung-Sol Electric Inc., named entertainment sales engineer, midwestern region. JEFF R. WHEATLEY, sales engineer, Westinghouse Electric Co., named industrial-military sales engineer for Pacific region, headquartering in Los Angeles. J. ROBERT PELTZ, field engineer, Sylvania Electronic Tubes, Emporium, Pa., named eastern region sales engineer.

## International

• F. K. CAMPBELL to chief timebuyer of MacLaren Adv. Ltd., Toronto.

• J. E. SMALLWOOD, program director of CFAR Flin Flon, Man., to manager of CFAR succeeding C. H. WHITNEY, appointed to the Manitoba provincial government as Minister of Mines & Natural Resources.

• ROGER BAULU, freelance newscaster, to CKVL Verdun, Que., as newscaster.

• PAT FREEMAN, vp-manager, Foote, Cone & Belding Canada Ltd., elected president. He joined FC&B Canada in 1956. Prior to that was general manager of Canadian Assoc. of Advertising Agencies. C. Burt Oliver, vp in charge, FC&B's Canadian operations since 1958, named managing director.

• COLIN J. SMITH, formerly of Kenyon & Eckhardt Ltd., Toronto and Montreal, to manager of Montreal office of Batten, Barton, Durstine & Osborn. JOHN BROOKMAN, formerly of Ruthrauff & Ryan Ltd., Toronto, named senior account supervisor of BBDO, that city.

• DON G. LEBLANC, commercial representative of Canadian Broadcasting Corp., Halifax, N.S., to supervisor of CBC information service at Halifax.

• REG STAPLEY, formerly supervisor of marketing of CKY Winnipeg, Man., to senior account executive of Cockfield, Brown & Co., Ltd., Winnipeg.

• DOUG J. DAVIS, president of British Columbia Food Brokers Assn., to marketing research director of KVOS (Canada) Ltd., Vancouver, B.C.

• JEAN M. LEGAULT, formerly manager of CKRN Rouyn, Que., appointed commercial manager of CFCL Timmins, Ont.

## EQUIPMENT & ENGINEERING

# ARMSTRONG PATENTS UPHELD

## Judge says Emerson infringed fm patents; decision seen affecting seven other suits.

Maj. Edwin H. Armstrong won the fight of his life last week, five and a half years after his death.

A federal judge in New York ruled that his patents on fm were valid—and had been infringed by Emerson Radio & Phonograph Co.

Unless overturned on appeal to a higher court, the decision could have a multimillion-dollar effect on important segments of the radio-tv manufacturing industry.

The suit against Emerson was brought by the inventor's widow, Mrs. Esther Marion Armstrong. Similar suits are pending against Philco, Admiral, Du Mont, Bendix Aviation, Motorola, Philharmonic Radio & Television, and Fada. One against RCA was settled some years ago for a reported $1 million.

**Damages not set** • Judge Edmund L. Palmieri's 100-page decision in the Emerson case did not award specific damages, but left the sum to be determined by a special master. Emerson has 30 days in which to file an appeal.

While the decision did not specify what damages should be paid, it did enumerate the total royalties Maj. Armstrong received from his fm inventions during most of his lifetime. Counting royalties from manufacturers of non-broadcast as well as broadcast fm equipment, the total came to $4,475,000 for the period from 1938 to 1953, the year before his death. Of this, $3,713,000 was in royalties from radio-tv manufacturers and $168,000 from fm broadcast station operators.

(The first Armstrong fm license was issued to General Electric in 1938; by the end of 1941, 14 companies had licenses. These called for payment to Maj. Armstrong at the rate of 3% of the "adjusted" selling price—the manufacturer's gross selling price for a complete receiver, minus certain deductions and adjustments—of all receivers manufactured under the licenses. In 1945 the royalty was dropped to 2½%. After World War II, the decision continued, Maj. Armstrong granted licenses to more than 300 fm stations at rates ranging from $150 for a station with 250 w operating power to $2,500 for those with power of 50 kw.

Judge Palmieri gave Maj. Armstrong credit for opening up new fields through the innovations which the inventor spent much of his later life defending and promoting.

**Nine-year period** • The decision also held that "the record is clear" that Emerson imitated and used the inventions in question. It ruled that "Emerson's exhaustive arguments based upon prior art have been speculative, inconclusive and unconvincing." Mrs. Armstrong, it held, is entitled to an accounting of actual damages from Dec. 29, 1948, when Maj. Armstrong gave Emerson "legally effective notice of infringement," to Sept. 20, 1957, when the reissue patent expired.

The court ruled against Mrs. Armstrong, however, on her claim for treble damages. These, the decision held, are awarded "only in exceptional cases involving fraud or conduct tantamount to fraud."

Maj. Armstrong, who regarded fm as the crowning achievement of many radio inventions to his credit, filed the suit against Emerson in December 1953. Less than two months later, at the age of 63, he plunged to his death from his 13th floor apartment in New York (BROADCASTING, Feb. 8, 1954). His widow subsequently was substituted as plaintiff in the lawsuit.

## IRE Diamond award to Kenneth A. Norton

Kenneth A. Norton, sometimes controversial figure in fm and tv allocations, has been named to receive the Institute of Radio Engineers' Harry Diamond Memorial Award. This is the honor given to a government employe in the field of radio and electronics. It will be awarded at the IRE's annual convention in New York next March.

Mr. Norton, a member of the technical information section of the FCC from 1934 to 1942, is now chief of the Radio Propagation Engineering Division of the National Bureau of Standards. He originally joined NBS in 1929. Since 1946 he has been with the Bureau's Central Radio Propagation Lab. in Boulder, Colo.

The citation with the award is "For contributions to the understanding of radio wave propagation."

Mr. Norton is considered one of the principal protagonists in moving fm broadcasting from 45 mc to its present 88-108 mc. This took place in 1945. He participated as a representative of the


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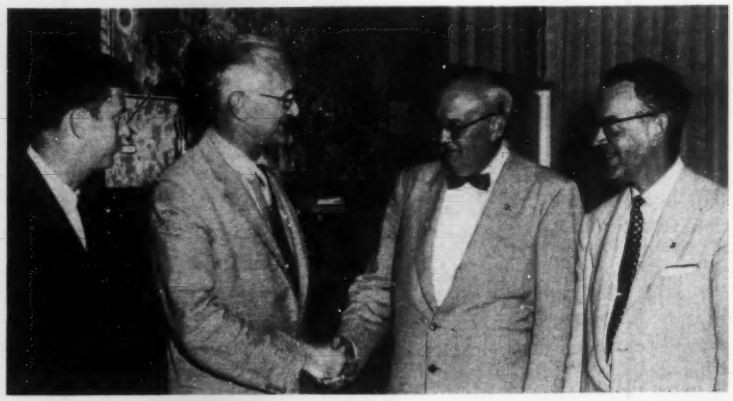


**Wedding of rocket propulsion and electronics firms** • Officers of Atlantic Research Co. and Jansky & Bailey Inc. greet each other after the Alexandria, Va., research firm took over ownership of the Washington electronics engineering company from General Communication Co. for an undisclosed, multimillion dollar price (BROADCASTING, Sept. 14). Shown above (l to r): Dr. Arch Scurlock, president Atlantic Research; Dr. Arthur W. Sloan, Atlantic board chairman; C. M. Jansky Jr., Jansky & Bailey board chairman, and Stuart L. Bailey, J&M president.

NBS in the tv allocations investigations which took place during the 1948-52 tv freeze, and more recently sparked a reopening of the area concept of tv allocations with FCC Chairman John C. Doerfer and CBS Vice President William Lodge following publication of the results of the study undertaken by the Television Allocations Study Organization (BROADCASTING, April 20, 6).

## Sylvania buys into Italian tube firm

Sylvania Electric Products Inc., subsidiary of General Telephone & Electronics, New York, is buying 50% of Fabbrica Italiana Valvole Radio Elettriche, which Sylvania describes as Italy's leading producer of transmitting tubes. FIVRE also makes tv picture tubes and special purpose tubes, semiconductors and other electronic components.

Sylvania bought its share in the firm from the Italian set producer, Fabbrica Italiana Magnetti Marelli which retains the other half. Count Bruno Quintavalle continues as president of both firms.

The acquisition was announced by Don G. Mitchell, president of General Telephone and chairman of Sylvania, in an address before the American Chamber of Commerce meeting in Milan. It was described as part of a continuing expansion in the European market. Sylvania has subsidiaries in Argentina, Brazil, Canada and Mexico and associated manufacturers in Great Britain and Japan. General Telephone has subsidiaries in Belgium, Canada and Italy.

# INTERNATIONAL

## Canadian liquor code has April 1 target

Canadian liquor commissioners expect that by April there will be a national code applicable for all types of liquor in Canada's ten provinces. Each province regulates its own beer, wine and liquor advertising, and a national code has been under discussion for several years. The Assn. of Canadian Liquor Commissioners recently held a meeting at Murray Bay, Que. (BROADCASTING, Sept. 14), and has taken the problem up with the provincial governments. They hope to be ready for a meeting of provincial governments on the subject at Ottawa with the Canadian government by year end, and to have a national code in operation by next April 1, according to C. E. Woodrow, association secretary.

The Alberta Liquor Control Board has asked Alberta breweries not to advertise on television pending decision on the new advertising code. Only Alberta brewery advertising on tv has been Sick's Lethbridge Brewery Ltd., Lethbridge, which has cancelled its tv advertising effective Sept. 15 as a result of the liquor board's request.

## Snowmen beware

The Nihon Educational Tv Co. of Tokyo will send an expedition to the Himalayas to search for the famed web-footed "Abominable Snowmen" said to live in the region. It will be the first Japanese group to take up the search; numerous European and American expeditions have failed to contact the legendary animals.

## Ford to Canadian tv for 2.5 million

The biggest entertainment package in Canadian tv history—costing $2.5 million—was signed at Toronto, Monday (Sept. 14) by Ford Motor Co. of Canada and the Canadian Broadcasting Corp. *Startime*, a 39-week series of 60 and 90-minute programs will feature entertainment from both the U.S. and Canada. The first three programs of the series will come from NBC-TV.

Ford will also use two French-language tv network programs and cosponsor a western series, *The Deputy* and the *Tennessee Ernie Ford Show*.

Three Toronto ad agencies worked out contract details: Cockfield Brown & Co., J. Walter Thompson and Vickers & Benson Ltd.

## French-Canadian broadcasters meet

Market research in French-speaking Canada featured the open sessions of the French-language Assn. of Canadian Radio and Television Broadcasters at Alpine Inn, Ste. Marguerite, Que., Sept. 13-16. Leading French-Canadian broadcasters, advertising agency executives and advertising officials of large corporations took part in the discussions and panel sessions. It was decided to start shortly a study of how today's French-speaking Canadian lives.

Among speakers on the subject were Phil Lalonde, CKAC Montreal, Que.; Raymond Crepault, CJMS Montreal; Jacques Bouchard, Labatt Breweries, Montreal; Yves Menard, Young & Rubicam Ltd., Montreal; Charles Fenton and Carl Steve, Broadcast Adv. Bureau, Toronto, Ont.; and Geoff Stirling, CJON-AM-TV St. John's, Nfld. Chairman of four-day session was association President Jean Nadon, CJMS Montreal.

## End of summer promotions

In summer's fading days, several radio and tv stations staged promotion efforts to draw people to local parks and amusement arenas and at the same time, proved once again the "power and impact" of the media.

KMOX St. Louis reported a record-breaking 125,000 attended its water ski show and band concert in Forest Park.

Frankie Avalon, teen age singing favorite, 13 other performers and seven days of on-air promotion drew 85,000 to New Orleans' Pontchartrain Beach for WTIX Appreciation Night.

More than 15,000 youngsters and their parents went to Pittsburgh's Kenwood Park when KDKA-TV staged the tenth major promotion of its "Summer Fun for Everyone" campaign. All of the station's personalities were at the park to greet fans and sign autographs.

WGY-WRGB (TV) Schenectady, N. Y., produced a full-house of over 5,000 for a local performance of the Ice Capades. Station personalities offered listeners a discount of 50 cents on all ticket orders sent to the stations for the Aug. 25 performance.

WTRF-TV Wheeling, W. Va., staged a "water-parade" saluting its fall program lineup. The station estimates that 15,000 lined the banks of the Ohio River to view the spectacle.

An aerial show, sponsored by the Civil Air Patrol and WECT (TV) Wilmington, N. C., drew an estimated 70,000. The station began its publicity build-up five months prior to the event.

Police didn't appreciate "Appreciation Night," staged by WHK Cleveland. An estimated 60,000 persons created a jam on highways leading to a suburban amusement park where WHK was presenting a free rock and roll show.

## Ice countdown

Stations played it cool with a new fad during the hot spell, depositing chunks of ice and inviting listeners to guess how long they would take to melt.

In Chicago, Les Lear, head of the production firm bearing his name, collaborated with WMAQ disc jockey, John Doremus, on such a stunt. They set up a 41-ton mountain of ice in Chicago's Loop containing a $200 savings bond for the listener making the most accurate prediction.

WBEL Beloit, Wis., also played it cool, depositing a 4,400-pound chunk on a downtown street. Melting time: 1,824 minutes.

## 'K' visit straw poll

More than 1,100 listeners sent postcards and letters to WRCV Philadelphia, when the station asked the question, "Should Nikita Khrushchev visit Philadelphia?" During a 10-day period, the opinions were solicited on the new public service feature, *Opinion*.

No prizes were offered—only an opportunity to be heard on a matter of community concern following an invitation issued to the Soviet leader by Philadelphia Mayor Richardson Dilworth.

Of the 1,144 responses, 65.5% opposed the Philadelphia visit and 34.5% favored it. The cards and letters were sent to the U.S. State Dept. for review by its Division of Soviet Affairs.

## Drugs for Japan

A gesture of international goodwill has been made by KYA-AM-FM San Francisco, in cooperation with Parke, Davis & Co., drug manufacturer. As a part of the second annual Pacific Festival, they are presenting 50,000 capsules of chloromycetin to the mayor of Osaka, Japan. The donation represents 100 capsules for every person attending the recent KYA Youth Festival.

The drug is a synthesized antibiotic used in treatment of typhoid fever, typhus, pneumonia and other diseases. The donation is being made in the name of the youth of San Francisco to patients in charity hospitals in Osaka.

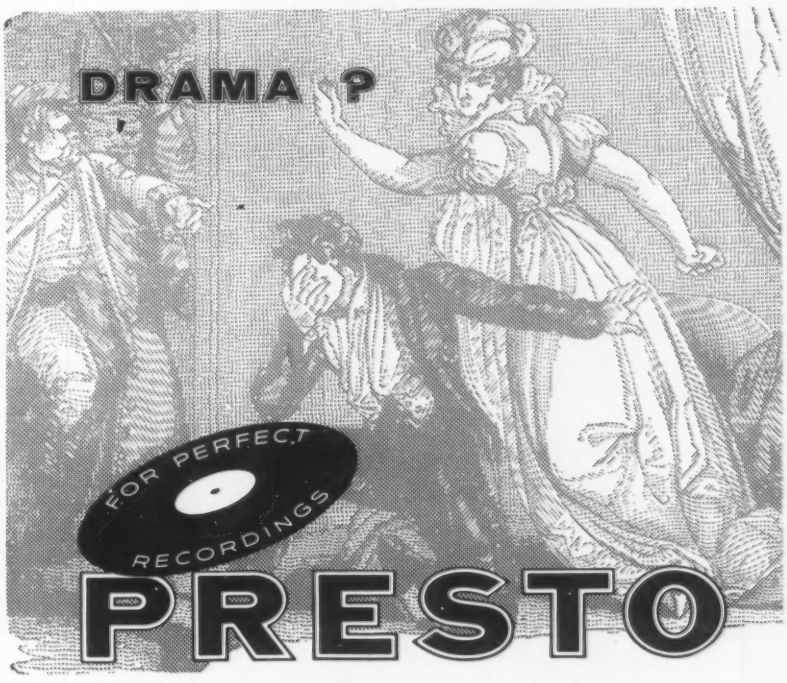
## Shopping 'mall' on radio-tv

Radio and television drew 50,000 Michigan shoppers to Kalamazoo's downtown "mall" shopping development when it was opened last month.

To celebrate the mall opening, the downtown Kalamazoo Assn. of Merchants engaged R-Tv Enterprises, New York, to stage one of its "Shop-a-Thon" broadcast promotions. Individual merchants bought time for the event and stations donated time to the association to cover the opening.

Kalamazoo's three am stations, WLKZ, WKMI and WKZO, originated about 75% of their schedules from the mall on its first four days of business. WKZO-TV Kalamazoo filmed a fashion show feature and presented it in a special half-hour show. WOOD-TV Grand Rapids, Mich., filmed opening ceremonies for its own audience and several other stations. John Reed King, Shop-a-Thon master of ceremonies, and guest star James Brown (Lt. Rip Masters of the ABC-TV *Rin Tin Tin* show) also made appearances.

The Kalamazoo mall promotion was

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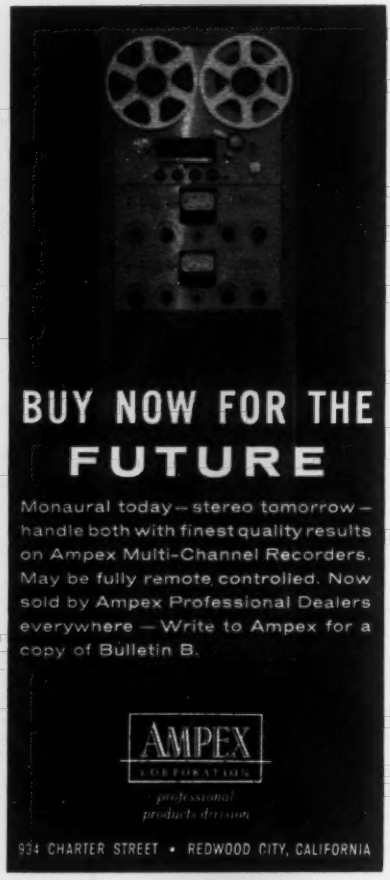
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### 'Nothing' prize

KYW-TV Cleveland, viewers were offered "a years supply" to identify late-night-movie m.c. Ronnie Barrett from a group that included Mr. Barrett and distaff employes of the station. Responses came from 487 viewers, and included two incorrect answers.

All who entered the contest received a card notifying them they had won a year's supply of the "finest in feature films" on the station's *Late Show* and *Academy Awards Theater*. The two people who sent in incorrect answers were declared the winners and were awarded "a year's supply of yak butter."

### Budget sales money for spot tv

"Spot Tv . . . the Sales Managers Medium" was the subject of a slide presentation of KABC-TV Los Angeles, and its national rep, the Katz Agency Inc.

Presented at a luncheon for ad agency timebuyers and executives, the rep firm proposed that American companies and their sales managers earmark a percentage of their sales budget for market-by-market television in addition to allocations for spot tv from their advertising budgets.

The slide presentation was followed by a preview of KABC-TV's fall programming plans.

### Remote marathon

A 7½ hour remote telecast from the main street of Eau Claire, Wis., featured the WEAU (TV) Fall Festival.

Primary purpose of the festival was to stimulate traffic to main street stores. To attract shoppers, the station presented popular and country-music bands on specially constructed stages in each block of the shopping district. An estimated 40-45,000 persons jammed the shopping area to participate in the remote telecasts, according to the merchants.

Shop owners called the festival the "most productive" and "most unique" ever attempted in the area. In all, 35 merchants participated.

More than 20,000 people entered a WEAU contest which offered color tv sets as prizes. They were asked to guess the order in which station programs would appear in an audience rating survey.

### Key to treasure hunt

Thousands of Baltimoreans turned out for a giant treasure hunt, when WITH Baltimore held a "Lucky Key" contest. The searchers were hot on the trail of the ignition key to a $3,800 1959 Chevrolet station wagon which had been hidden in the city. At 15-minute intervals throughout the day, clues to the key's whereabouts were broadcast. Newspaper ads and outside bus cards focused attention on the contest. Throngs of searchers crowded city parks, supermarkets, the waterfront and other public places until the key was found on the tenth day.

## • Drumbeats

**Apple polishers** • KOIL Omaha, is offering its school-aged audience "an apple for the teacher." Students are asked to send the station the name of their favorite teacher. Each day, KOIL picks a teacher to receive a 20 pound fruit basket. It is delivered directly to the classroom by a KOIL d.j.

**When?** • The date, hour, minute and second that WHYZ-TV Duluth-Superior, hits the airwaves is the subject of a national contest for timebuyers, involving $5,000 in prizes. The station expects to be on the air with regular programming before the end of September. The station, on channel 10, will be affiliated with ABC-TV.

**Deflated d.j.** • Rotund Rex Miller, KLIF Dallas, disc jockey, who swamps the scales at 280 pounds, has started a crusade to lose 70 pounds. The listener coming closest to guessing Mr. Miller's exact weight on Dec. 1, will receive the slenderized d.j.'s new weight in silver dollars.

**Streetwalkers** • *Maverick* walking men, outfitted in the black hat and coat of ABC-TV's Bret Maverick are visiting residential areas in San Francisco, Chicago, Detroit, Cleveland, Dallas, Pittsburgh and Boston, awarding prizes to viewers of the ABC-TV program. In the San Francisco area, homes watching *Maverick* Sunday, Sept. 13 were awarded a transistor radio. At the end of the evening, "walking men" compared notes and awarded a five-day Las Vegas trip to the family with the most people watching the show.

**Music for hospital** • KONO San Antonio, Tex., has turned over its entire 78 rpm record library to the Brooke Army Hospital closed-circuit radio station.

**Polio prisoners** • Two air personalities of WAYX Waycross, Ga., locked themselves into the control room of the station and emerged 67 hours later after having played two records continuously. Al Morris and Joe Foster, "prisoners for polio," raised $1,131 for the local emergency polio drive.

## FOR THE RECORD

# Station Authorizations, Applications

*As Compiled by* BROADCASTING

**September 9 through September 15. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.**

### Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

## New Tv Stations

### APPLICATIONS

**Springfield, Ill., Springfield Telecasting Co.,** uhf ch. 26 (542-548 mc); ERP 0.705 kw vis., 0.490 kw aur.; ant. height above average terrain 298 ft., above ground 280 ft. Estimated construction cost $31,000, first year operating cost $72,000 revenue $84,000. P.O. address 2515 Kemper, Shaker Heights, Ohio. Studio location corner of 5th St. & Capitol Blvd. Trans. location same as above. Geographic coordinates 39° 48' 9" N. Lat., 89° 38' 56" W. Long. Trans. Electron V-2050C, ant. RCA TFU 12BL. Consulting engineer Electron Corp., Dallas, Tex. Applicant is **Richard S. Cole.** Mr. Cole is stock broker with minority interests in KVOR Colorado Springs, Colo., and KTUR Turlock, Calif. Ann. Sept. 9.

## Existing Tv Stations

### ACTIONS BY FCC

***WTHS-TV Miami, Fla.**—Waived Secs. 1.355(a) of 30-day rule and 3.610 (mileage separation rule) and granted mod. of cp to change trans. location, install new trans., increase ant. height to 670 ft., and change ant. system and equipment, conditioned that ERP between the bearings of 320 and 350 degrees true from its ant. site shall not exceed 19.1 dbk. Ann. Sept. 9.

**WTVN-TV Columbus, Ohio**—Granted cp to make changes in ant. system and other equipment to permit joint utilization of ant. by WTVN-FM-TV. Ann. Sept. 1.

## New Am Stations

### APPLICATIONS

**Wyandotte, Mich.—Consolidated Bcstg. Industries of Michigan,** 850 kc. 5 kw. P.O. address 901 Livernois, Ferndale, Mich. Estimated construction cost $151,745, first year operating cost $158,514, revenue $196,040. Applicant is **Stanley R. Akers** (30%) and others. Mr. Akers is president of research company and steel safe concern. Ann. Sept. 9.

**Fort Montgomery, N.Y.—Harry Greenberg,** 640 kc, 250 w. P.O. address Highland Falls, New York. Estimated construction cost $10,185, first year operating cost $20,400, revenue $26,160. Applicant is in real estate. Ann. Sept. 10.

**Florence, Ore.—Florence Bcstg. Co.,** 860 kc. 1 kw. D. P.O. address Rt. 2 Box 238, Eugene, Ore. Estimated construction cost $16,972, first year operating cost $28,000, revenue $35,000. Applicants are **Glen M. Stadler** (66⅔%) and **Robert E. Leach** (33⅓%). Mr. Stadler is majority owner of KEED-AM-FM Springfield, Ore. Mr. Leach is employe of KTVU-TV San Francisco, Calif. Ann. Sept. 10.

**Wundber, Pa.—Gosco Bcstrs.,** 1350 kc. 1.0 kw. D. P.O. address 1234 Luzerne Street Ext. Johnstown, Pa. Estimated construction cost $21,400, first year operating cost $48,000, revenue $60,000. Applicants are **Fred Glosser, Isadore Glosser, Sydney Ossip** and **Herbert Sinberg,** equal partners. All are employes of department store. Mr. Sinberg has minority interest in WPAZ Pottstown, Pa. Ann. Sept. 9.

**Johnston, S.C.—The Edgefield-Saluda Radio Co.,** 1570 kc. 250 kw. D. P.O. address % Franklin D. R. McClure, Box 1123, Sylva, N.C. Estimated construction cost $13,215, first year operating cost $24,000, revenue $30,000. Applicants are **Franklin D. R. McClure, Van E. Edwards Jr., James H. Satcher** and **Jessie C. Casey,** equal partners. Mr. McClure is employe of WMSJ Sylva, N.C. Mr. Edwards is in real estate. Mr. Satcher is in automobile business. Mr. Casey is employe of WKTC Charlotte, N.C. Ann. Sept. 4.

**Centerville, Tenn.—Trans-Air Bcstg. Corp.** 1150 kc. 500 w D. P.O. address % Warner & Seligman. Life & Casualty Tower, Nashville, Tenn. Estimated construction cost $1,500, first year operating cost $30,000, revenue $30,000. Principals are **Samuel J. Simon** (51%), **Eugene N. Hester** (44%). Mr. Simon is majority owner of WHLP Centerville, Tenn. Mr. Hester is in smelting and refining. Ann. Sept. 4.

**Luray, Va.—Harry A. Epperson, Sr.,** 1290 kc. 1 kw. D. P.O. address Ararat, Va. Estimated construction cost $19,800, first year operating cost $37,500, revenue $46,000. Applicant is sole owner of WBRG Lynchburg, Va. Other broadcast interests include cp in Plymouth, N.C. (WPNC) and Lawrenceville, Va. (WLES). Ann. Sept. 9.

**Kirkland, Wash.—Carl-Dek Inc.,** 1460 kc. 5 kw. D. P.O. address 1206 Malcolm Ave. Los Angeles, Calif. Estimated construction cost $54,000, first year operating cost $120,000, revenue $150,000. Principal applicant is **Carl E. Haymond** (51%) and others. Mr. Haymond is majority holder of KIT Yakima, Wash. Ann. Sept. 14.

## Existing Am Stations

### ACTIONS BY FCC

**KSIL Silver City, N.M.**—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1340 kc, 250 w-N. Ann. Sept. 9.

**KORE Eugene, Ore.**—Granted increase of daytime power from 250 w to 1 kw, continu-


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ing operation on 1450 kc, 250 w-N. Ann. Sept. 9.

**WBCU Union, S.C.**—Granted mod. of license to change specified hours during Sept. through Dec., continuing operation on 1460 kc, 1 kw, DA-N. Ann. Sept. 9.

### APPLICATIONS

**KFAY Fayetteville, Ark.**—Cp to increase power from 500 w to 1 kw and install new trans. (1250 kc). Ann. Sept. 15.

**KMBY Monterey, Calif.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. Sept. 9.

**KWG Stockton, Calif.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Sept. 9.

**WONN Lakeland, Fla.**—Voluntary assignment of license to WONN Inc. (1230 kc). Ann. Sept. 9.

**WMAF Madison, Fla.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Sept. 11.

**WVLD Valdosta, Ga.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. Sept. 11.

**KLER Orofino, Idaho**—Cp to increase power from 500 w to 1 kw and install new trans. (950 kc). Ann. Sept. 15.

**WDWS Champaign, Ill.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Sept. 9.

**WVLN Olney, Ill.**—Cp to increase power from 250 w to 5 kw; install DA-D & new trans. (740 kc). Ann. Sept. 11.

**WEOA Evansville, Ind.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Sept. 9.

**WTBO Cumberland, Md.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann Sept. 9.

**WKLA Ludington, Mich.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. Sept. 9.

**KWLM Willmar, Minn.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Sept. 9.

**KFRU Columbia, Mo.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Sept. 15.

**KBMY Billings, Mont.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. Sept. 9.

**WLDB Atlantic City, N.J.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc) Ann. Sept. 15.

**WGVA Geneva, N.Y.**—Cp to increase daytime power from 250 w to 1 kw; install new trans. DA-D. 1240 kc). Ann. Sept. 9.

**WSKY Asheville, N.C.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Sept. 9.

**WHKP Hendersonville. N.C.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. Sept. 11.

**WSIC Statesville, N.C.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Sept. 9.

**WJER Dover, Ohio**—Mod. of license to change station location from Dover, Ohio to Dover-New Philadelphia, Ohio (1450 kc). Ann. Sept. 11.

**WTOL Toledo, Ohio**—Mod. of cp (BP-12. 843, as mod. which authorized change ant.-trans. location, make changes in ant. and ground systems. Install new trans. and operate trans. by remote control) to increase daytime power from 250 w to 1 kw and change type trans. (Request waiver of Section 3.28(c) of Rules & waives right of 309(b) notification). (1230 kc). Ann. Sept. 15.

**WKAP Allentown, Pa.**—Cp to increase daytime power from 1 kw to 5 kw; change from DA-N to DA-2 and install new trans. (1320 kc). Ann. Sept. 11.

**WHUN Huntingdon, Pa.**—Cp to increase power from 1 kw to 5 kw and install new trans. (1150 kc). Ann. Sept. 15.

**WGET Gettysburg, Pa.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. Sept. 9.

**WOLS Florence, S.C.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Sept. 15.

**WKGN Knoxville, Tenn.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Sept. 9.

**WGNS Murfreesboro, Tenn.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. Sept. 11.

**KRIC Beaumont, Tex.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. Sept. 11.

**WDOT Burlington, Vt.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc) Ann. Sept. 11.

## New Fm Stations

### ACTIONS BY FCC

**Chattanooga, Tenn.—Radio Dixie Inc.** Granted 106.5 mc, 68 kw P.O. address Box 443, Seneca, S.C. Principal owner is J.A. Gallimore. Ann. Sept. 9.

***West Lafayette, Ind.—Purdue U.** Granted 99.1 mc, 36 kw. P.O. address West Lafayette, Ind. Purdue U. is licensee of non-commercial WBAA (AM) West Lafayette. Ann. Sept. 9.

**Oxford, Ohio—William D. Shearer and Harold F. Parshall.** Granted 97.7 mc, 260 w. P.O. address Route 1, Oxford, Estimated construction cost $1,050, first year operating cost, $15,000; revenue $19,000. Mr. Shearer (50%) is Bendix Aviation technician and Mr. Parshall (50%) is radio-tv service technician. Ann. Sept. 9.

**Tulsa, Okla.—Video Independent Theatres Inc.** Granted 95.5 mc, 2.95 kw. P.O. address Box 1334, Oklahoma City, Okla. Estimated construction cost $20,072, first year operating cost $18,000, revenue $30,000. Principals are **Henry S. Griffing** (50%), **C.F. Motley** (12%), **C.O. Fulgham** (12%) and others. Video owns 12½% of KWTV (TV) Oklahoma City. Grant made without prejudice to whatever action Commission may deem necessary as result of protest proceeding on its application to move studio and trans. location of KVIT (TV), Santa Fe, N.Mex. Ann. Sept. 9.

**Dallas, Tex.—University Advertising Co.** Granted 103.7 mc, 26.5 kw. P.O. address 3000 N. Harwood St., Dallas 4. Estimated construction cost $18,393, first year operating cost $5,400. Principals are **Charles R. Meeks,** 20.8%; **Thomas W. Merriman,** 15.6%; **Melvin W. Jackson,** 15.6%; **John J. Coyle,** 19.8%; **E. Constantin Jr.,** 19.5% and others. University Adv. Co. is permittee of KVIL Highland Park, Tex. Messrs. Merriman. Coyle Constantin and Farrar are associated with Commercials Recording Corp. which makes recordings for broadcast stations. Ann. Sept. 9.

**Fredericksburg, Va. — Fredericksburg Bcstg. Corp.** Granted 101.5 mc, 5.1 kw P.O. address Box 269, Fredericksburg. Estimated construction cost $11,950, first year operating cost $2,000. Applicant owns WFVA Fredericksburg. Ann. June 9.

### APPLICATIONS

**Ft. Lauderdale, Fla.—Harold H. Heminger,** 105.9 mc, 3.5 kw. P.O. address 305 South Andrews. Ft. Lauderdale, Fla. Estimated construction cost $12,785, first year operating cost $18,000, revenue $24,000. Applicant is employe of publishing company. Ann. Sept. 10.

**Detroit, Mich.—Fine Arts Bcstrs. Inc.,** 105.1 mc, 28.7 kw. P.O. address 229 Eason Ave., Highland Park, Mich. Estimated construction cost $23,196, first year operating cost $27,600, revenue $32,100. Applicant is **Richard N. Hughes** (75%) and others. Mr. Hughes is in advertising. Ann. Sept. 9.

**St. Louis, Mo.—Radio St. Louis Inc.,** 97.9 mc, 76.4 kw. P.O. address Box 1440 St. Louis Mo. Estimated construction cost $19,000, first year operating cost $15,000, revenue $20,000. Applicants are, **Dick J. Kaster** (1%), **Edward E. Haverstick Jr.** (20%) and others. Radio St. Louis Inc. owns KSTL that city. Ann. Sept. 10.

**Pittsburgh, Pa.—Golden Triangle Bcstg. Inc.,** 107.9 mc, kc. 35.7 kw. P.O. address 220 N. Highland Ave., Pittsburgh, Pa. Estimated construction cost $18,900, first year operating cost $24,000, revenue $24,000. Applicant representing corporation is **Myron Jones.** Mr. Jones holds majority interest in WJET Erie, WEEP Pittsburgh, both Pa., WHOT Campbell and WRED Youngstown, both Ohio and minority ownership in WTIV Titusville, Pa. Ann. Sept. 4.

## Existing Fm Stations

### ACTIONS BY FCC

**KPSR (FM) Palm Springs, Calif.**—Granted cp to change from class A on 92.1 mc to class B on 100.7 mc; increase ERP from 1 kw to 4 kw; ant. minus 600 ft.; engineering condition. Ann. Sept. 9.

**WIFI (FM) Glenside, Pa.**—Mod. of license to change station location to Philadelphia, Pa. (92.5 mc). Ann. Sept. 11.

**WDSM Superior, Wis.**—Waived Sec. 3.30 of rules and granted mod. of license to change main studio location to Duluth, Minn. Ann. Sept. 9.

Granted SCA for the following fm stations to engage in functional music operation on multiplex basis: Illinois Bcstg. Co. (WSOY-FM) Decatur, Ill.; Franklin Mieuli (KPUP [FM]), San Francisco, Calif., and Cherry Bcstg. Co. (WDBO-FM) Orlando, Fla. Ann. Sept. 9.

## Ownership Changes

### ACTIONS BY FCC

**KDWD-FM San Diego, Calif.**—Granted assignment of license from **John K. Blanche, Joseph D. Worth** and **Kenneth A. Hamill** to **E. Edward Jacobson;** consideration $16,000. Ann. Sept. 9.

**KRKD-AM-FM Los Angeles, Calif.**—Granted transfer of control to **Trans American Bcstg. Corp. (Robert A. Yeakel,** board chairman and 24% owner); consideration $1,250,000. **Albert Zugsmith,** one of transferors, will reduce holdings from 55% to 20%, and holdings of **Frank Oxarart** and **John D. Feldman** will each decrease from 22½% to 14½% Ann. Sept. 9.

**WSRA Milton, Fla.**—Granted acquisition of positive control by **James C. Smith III,** from **Eugene T. Sudduth;** stock transaction. Ann. Sept. 9.

**WRGR Starke, Fla.**—Granted assignment of license from **Rudolph M.** and **Dorothy L. Chamberlin** to **Radio Starke, Inc. (Murray C. Tillman,** president, is half owner of WARN, Fort Pierce); consideration $36,500. Ann. Sept. 9.

**KLEE Ottumwa, Iowa**—Granted assignment of license to **WPFA Radio Inc.** (WCVS Springfield, Ill.); consideration $62,383. Ann. Sept. 9.

**WMIN St. Paul, Minn.**—Granted (1) renewal of license and (2) transfer of positive control to **William F. Johns, Jr.** (now 20% owner) through purchase of remaining 80% from his parents; consideration $43,051 and agreement that licensee will pay $28,705 note owed to transferors. Ann. Sept. 9.

**KQDI Bismarck, N.D.**—Granted assignment of license to **Darrel W. Holt,** et al., d/b under same name. Ann. Sept. 9.

**WGUS North Augusta, S.C.**—Granted assignment of license from **Howard C. Gilreath** to **Broadcasting Associates of America, Inc. (Hal Edwards,** president); consideration $60,000. Ann. Sept. 9.

**WKWK-AM-FM Wheeling, W.Va.**—Granted transfer of control from **John B. Reynolds** estate to **Lewis W. Dickey;** consideration $53,000 for 70% interest; conditioned that transfer not be consummated until Dickey disposes of his less than 1% interest in Storer Bcstg. Co., which operates WWVA Wheeling. Ann. Sept. 9.

**KIHO Sioux Falls, S.D.**—Granted (1) renewal of license and (2) transfer of control from **James A. Saunders** and **William F. Johns, Jr.,** to **KIHO Bcstg. Co.** (equally owned by **H.N. Cardoza,** who owns KATE, Albert Lea, Minn.; **Richard K. Powers,** who has interest in WCMP Pine City, Minn., and WDBQ, Dubuque, Iowa; and **Milton D. Price,** who also has interest in WDBQ); consideration $70,000. Ann. Sept. 9.

**WOSH Oshkosh, Wis.**—Granted (1) renewal of license and (2) assignment of license from **William F. Johns, Jr.** and **Sr. Penrose H. Johns** and **Frederic W. Renshaw** to **Value Radio Corp. (William E. Walker,** president, and others have individual or col-


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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through September 15

| | ON AIR Lic. | ON AIR Cps | CP Not on air | TOTAL APPLICATIONS For new stations |
|---|---|---|---|---|
| AM | 3,359 | 53 | 107 | 708 |
| FM | 599 | 43 | 148 | 82 |
| TV | 467[1] | 54 | 99 | 126 |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through September 15

| | VHF | UHF | TOTAL |
|---|---|---|---|
| Commercial | 441 | 80 | 521 |
| Non-commercial | 33 | 10 | 43 |

## COMMERCIAL STATION BOXSCORE

As reported by FCC through August 31, 1959

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 3,351 | 596 | 467[1] |
| CPs on air (new stations) | 55 | 40 | 54[2] |
| CPs not on air (new stations) | 107 | 148 | 99 |
| Total authorized stations | 3,513 | 784 | 668 |
| Applications for new stations (not in hearing) | 478 | 61 | 56 |
| Applications for new stations (in hearing) | 217 | 27 | 68 |
| Total applications for new stations | 695 | 88 | 124 |
| Applications for major changes (not in hearing) | 590 | 30 | 36 |
| Applications for major changes (in hearing) | 172 | 5 | 16 |
| Total applications for major changes | 762 | 35 | 52 |
| Licenses deleted | 0 | 2 | 1 |
| CPs deleted | 1 | 2 | 0 |

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

lective interests in WBEV, Beaver Dam, WKTL, Sheboygan, WMAM and WMBV-TV, Marionette, Wis.; KCLN, Clinton, Iowa; WSJM, St. Joseph, Mich.); consideration $144,575. Comr. Bartley dissented. Ann. Sept. 9.

**WWSR St. Albans, Vt.**—Granted assignment of license to **Robert I. Kimel** and **Bessie W. Grad**; consideration $45,000. Ann. Sept. 9.

### APPLICATIONS

**KBCA Los Angeles, Calif.**—Seeks assignment of license from **Radio Beverly Hills** to **International Good Music Bcstrs. Inc.** for $185,000 plus payment of notes totalling $30,000. Applicant is **Saul R. Levine.** Mr. Levine is majority owner of corporation. **(See KBCO [FM] these listings).** Ann. Sept. 14.

**KBMS-FM Los Angeles, Calif.**—Seeks transfer of negative control from **Robert V. Gibson** (10%) to **Elias Schwartz** and **William Scott,** both 45% for $3,000. After transfer, Messrs. Schwartz and Scott will own 50% each. Ann. Sept. 9.

**KLMA Los Angeles, Calif.**—Seeks assignment of license of **KMLA Bcstg. Corp.** from **J.B. Kiefer** (36%) and **Albert Horton** (54%) and others to **J.B. Kiefer** (32%) and **Albert Horton** (45%) and others, for $3,390 each. Transfer of stock; no ownership changes involved. Ann. Sept. 10.

**KBCO (FM) San Francisco**—Seeks assignment of cp from **Bay Fm Bcstrs. Inc.** to **International Good Music Bcstrs. Inc.** for $14,700 plus assumption of existing contractual agreements. Principal applicant is **Saul R. Levine.** Mr. Levine is majority owner of corporation. Ann. Sept. 14.

**KLRO San Diego, Calif.**—Seeks assignment of cp from **E.F. Weerts** to **Multi Casting Corp.** Change to corporate business. No financial consideration involved. Ann. Sept. 9.

**KOFY San Mateo, Calif.**—Seeks transfer of control of **Intercontinental Bcstg. Corp.** to **Tele-Bcstrs. Inc.** (a Delaware Corp.) for $25,000. Principal purchase is **H.S. Killgore** (57%), president of corportation. Tele-Bcstrs Inc. owns KUDL Kansas City, Mo., KALI Pasadena, Calif., and WPOP Hartford, Conn. Ann. Sept. 14.

**WONN Lakeland, Fla.**—Seeks assignment of license from **Noyes Enterprises Inc.** (a Delaware Corp.) to **WONN Inc.** for $125,000. Purchaser is **Duane F. McConnell** (60%) and others. Mr. McConnell is majority holder of WBIL Leesburg, Fla. Ann. Sept. 9.

**KSRA Salmon, Idaho**—Seeks transfer of negative control from **Snake River Radio & Tv Inc.** (50%) and **David G. Ainsworth** (50%) d/b/a **Salmon River Radio & Tv Inc.** to Mr. Ainsworth (50%), Snake River Radio & Tv (25%) and others. No financial consideration involved. Ann. Sept. 14.

**WNWC (FM) Arlington Heights, Ill.**—Seeks assignment of cp from **John D. Morgan** to **Northwest Suburban Bcstrs. Inc.** No change of ownership or financial consideration involved. Ann. Sept. 11.

**KXMC-TV Minot, N.D.**—Seeks assignment of license from **North Dakota Bcstg. Inc.** to **KXMC-TV Inc.** for $1,040,000. Principals are **Chester Reiten** (21%) president, and **Lloyd R. Amoo** and **W.L. Hurley,** and others. Mr. Reiten is manager of KXMC-TV. Ann. Sept. 10.

**KFLW Klamath Falls, Ore.**—Seeks assignment of license from **Stulor Corp.** to **Calorex Corp.** for $80,000. Principals are **Joe D. Carroll** (26%), **Lois A. Carroll** (25%) and others. Mr. Carroll is general manager of KMYC Marysville, Calif. Lois A. Carroll is office manager that station. Ann. Sept. 9.

**KBST Big Spring, Tex.**—Seeks assignment of license from **Affiliated Newspapers Inc.** to the **Snider Corp.** for $80,000. Purchasers are **Ted L. Snider** and **B. Winston Wrinkle,** 30% each and others. Mr. Snider is program director of WTCN-TV Minneapolis. Mr. Winkle is in drug business. Ann. Sept. 11.

**KLTV (TV) Tyler, Tex.**—Seeks assignment of license from **Channel Seven Co.,** to **Channel Seven Inc.** Change to corporate business, no ownership changes involved. Ann. Sept. 10.

**KRLD-AM-FM-TV Dallas, Tex.**—Seeks assignment of license from **KRLD Radio Corp.** to the **Times Herald Printing Co.** through merger with parent company. No ownership changes or financial consideration involved. Ann. Sept. 14.

**KBUH Brigham City, Utah**—Seeks assignment of license from **Revella M. Bone,** sole owner, to **Wade M. Ebeling** for $13,219. Mr. Ebeling is station manager of KBUH and has no other broadcast interests. Ann. Sept. 14.

**WDOT Burlington, Vt.**—Seeks assignment of license from **WDOT Corp.** to **WDOT Bcstg. Corp.** for $140,000. Principal purchasers are **Fortune** and **Anthony Pope,** and others. Messrs. Pope own WHOM-AM-FM New York, N.Y. Ann. Sept. 11.

**WAGE Leesburg, Va.**—Seeks transfer of control from **Marion Park Lewis,** sole owner to **WAGE Inc.** for $73,000. Purchaser is **William T. Stubblefield.** Mr. Stubblefield is owner of radio-tv management consultant firm. Ann. Sept. 9.

**WXEX-TV Petersburg, Va.**—Seeks assignment of license of **Petersburg Television Corp.** from **Irvin G. Abeloff** (1.73%) to **Lee Bcstg. Corp.** for $344, on exercise of Class A


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stock option of 10 shares. After purchase Mr. Abeloff will own 1.71%. Ann. Sept. 4.

**KFHA Lakewood, Wash.**—Seeks assignmnt of license from **Radio Station KFHA** to **KFHA Inc.** for $99,000. Purchasers are **Paul R. Smith** (61%), **William A. Searle** and **Dale W. Jensen,** (19½% each). Mr. Smith is vice chairman of board of Fletcher Richards, Calkins & Holden Inc., New York, advertising agency. Mr. Searle is general manager of Miami Bcstg. Co. Mr. Jensen is in electrical contracting. Ann. Sept. 11.

## Hearing Cases

### INITIAL DECISIONS

Hearing Examiner Forest L. McClenning issued initial decision looking toward granting applications of Dixon Bcstg. Co. for new am station to operate on 1460 kc, 1 kw, DA, D, in Dixon, Ill., and WRAC Inc., to change trans. site of WRAC Racine, Wis., to increase radiation, continuing operation on 1460 kc, 500 w, D, and denying application of Russell G. Salter Inc., seeking same facilities as Dixon. Ann. Sept. 14.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Paul A. Brandt for new am station to operate on 1450 kc. 100 w, U, in Gladwin, Mich. Ann. Sept. 15.

### OTHER ACTIONS

By letter, Commission advised Paul C. Buford, president of Shenandoah Life Insurance Co. (whose wholly owned subsidiary is licensee of stations WSLS-AM-FM-TV in Roanoke, Va.) that it could find no facts to justify waiver of or deviation from Commission's established policy promulgated under duopoly rules which would enable that company to elect to its board of directors Stuart T. Saunders who is one of directors of the First National Exchange Bank of Roanoke, majority stockholders of Times-World Corp., licensee of Roanoke stations WDBJ-AM-FM-TV. Chairman Doerfer and Comr. Lee dissented. Ann. Sept. 9.

**KBRV Soda Springs, Idaho**—Is being advised that application to assign license to **J.C. Wallentine** indicates necessity of hearing. Ann Sept. 9.

By memorandum opinion and order, Commission dismissed protest by Interstate Bcstg. Inc. (WQXR) New York, N.Y., directed against July 15 grant of cp to Patchogue Bcstg. Inc., for new am station (WAPC) to operate on 1570 kc, 1 kw, DA, D, in Riverhead, N.Y. Chairman Doerfer abstained from voting. Ann. Sept. 9.

By memorandum opinion and order, Commission denied petition by Herman Handloff, Newark, Del., to clarify or enlarge the 307(b) issue, and motion by Howard Wasserman, West Chester, Pa., to enlarge issues in proceeding on their applications and that of Alkima Bcstg. Co., West Chester, Pa., for new am stations on 1260 kc. Comr. Ford absent. Ann. Sept. 9.

By memorandum opinion and order, Commission denied petition by Tribune Publishing Co. for review of examiner's ruling granting Fisher Bcstg. Co. leave to amend its application to reflect change in stock ownership. Chairman Doerfer issued dissenting statement; Comr. Ford absent. Tribune and Fisher are competing applicants for new tv station to operate on ch. 2 in Portland, Ore. Commission dismissed joint petition by Fisher and Tribune for reconsideration of Commission's June 5 actions denying leave to amend their applications to change trans. sites. Comr. Ford absent. Ann. Sept. 9.

Commission scheduled following proceedings for oral argument on Oct. 8.

Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Co. Inc., applicants for new Class B fm stations in New York, N.Y., and The Bridgeport Bcstg. Co. (WICC), Bridgeport, Conn.

## Routine Roundup

Commission granted renewal of licenses of Columbia Bcstg. System Inc., stations WBBM (main and aux.), WBBM-FM-TV (main trans. & ant., and aux. trans. & ant.), Chicago, Ill. without prejudice to such action as Commission may deem warranted as result of its final determination (1) with respect to conclusions and recommendations set forth in the Report of Network Study Staff (2) with respect to related studies and inquiries now being considered or conducted by Commission; and (3) with respect to pending anti-trust matters. Comr. Bartley dissented. Ann. Sept. 9.

**American Bcstg.-Paramount Theatres Inc. New York, N.Y.**—Granted authority to transmit programs to stations CFCF and CBL and other stations of the Canadian Bcstg. Corp., for period April 20, 1959 to April 20, 1960; authority is without prejudice to such further action as Commission may deem warranted as result of final determinations with respect to (1) report of Network Study Staff; and (2) related studies and inquiries now being considered or conducted. Ann. Sept. 3.

Commission is continuing its further study of the problems raised by proposals that it license television repeaters, commonly referred to as "boosters", in the vhf band.

Additional time will be needed to complete consideration of the matter. Meanwhile it appears desirable to maintain the status quo with reference to existing vhf "booster" operations.

Accordingly, Commission is extending, until December 31, 1959, the general period of grace for such operations. It is hoped that by that date Commission will have been able to resolve remaining problems raised by proposals to license vhf "boosters". Every effort is being made to this end. Ann. Sept. 10.

By memorandum opinion and order, Commission denied petition by the NAB for rulemaking to permit "teaser" announcements to be made in am broadcasts without sponsor or product identification required by Sec. 3.119(e) of rules. Petitioner defines "teasers" as short announcements utilizing catch words, slogans, etc., designed to arouse public curiosity in a subsequent advertisement.

Commission held the proposal to be inconsistent with Section 317 of Communications Act which states: "All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person." Ann. Sept. 10.

Commission finalized rule making in Docket 11986 and amended Secs. 3.682(a) and 3.699 of its rules to prescribe area within vertical interval during which test and reference signals may be transmitted by tv stations under conditions designed to prevent degradation of program content and minimize potential interference to


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other stations, effective Oct. 4. Use of the test signals is permissive, and no standards are established at this time. On Oct. 11, 1956, Commission provided blanket authorizations to all tv stations to transmit test signals during periods of regular programming for purpose of developing and testing the feasibility of such signals and to facilitate collection of data, and, since institution of instant rule making on April 5, 1957, such temporary authorization has been extended from time to time, last extension expiring Oct. 3. Ann. Sept. 10.

By memorandum opinion and order and notice of proposed rule making, Commission invites comments to proposal to add vhf ch. 3 to Corpus Christi, Texas, in addition to its present ch.'s 6 (Gulf Coast Bcstg. Co., KRIS-TV), 10 (KSIX Television, Inc., KZTV), *16, 22 (South Texas Telecasting Inc., KVDO-TV not now operating), and 43. Other proposals by Coastal Bend Television Co. (then licensee of KVDO-TV) to effect ch. changes in Corpus Christi area and by KCOR Inc. (KCOR-TV San Antonio) to assign ch. 2 to Bandera, Texas, were denied. Ann. Sept. 10.

Commission invites comments on proposed rule making looking toward providing additional uhf ch. for educational use in Alabama by following changes: Reserve ch. 29 (now commercial) in Andalusia, in addition to its present ch. *2; reserve ch. 48 (now commercial) in Birmingham in addition to its present ch. *10; exchange ch. 77 for ch. 14 for commercial use in Clanton; make Demopolis ch. 18 and Dothan ch. 19 educational; add ch. *21 to Florence by deleting it from Gadsden where it is commercial; add ch. *24 to Munford in addition to its ch. *7; reserve ch. *22 (now commercial) for use in Opelika; delete commercial ch. 24 from Sylacauga and assign it ch. *75; and add ch. *14 to Tuscaloosa. Ann. Sept. 10.

By memorandum opinion and order, Commission dismissed petitions by Fisher Bcstg. Co., Portland, Ore., for rule making to subject use of tv ch. 3 at Salem, Ore., to condition that any trans. on that ch. be located at distance not less than that specified by Sec. 3.610 of rules from any authorized or proposed trans. operation on ch. 2 in Portland, and by Tribune Publishing Co. seeking substantially same thing but specifying that trans. site of ch. 3 in Salem be at least 60 miles from trans. sites of three existing tv stations in Portland. Fisher and Tribune are competing applicants for new stations on ch. 2 in Portland. Ann. Sept. 10.

By memorandum opinion and order, Commission denied petition by Wichita-Hutchinson Inc. KTVH(TV), Hutchinson, Kans., for reconsideration of Aug. 5, 1958 Report and Order which denied KTVH(TV) previous petition for rule making to shift that ch. to Wichita. Ann. Sept. 10.

Commission addressed following letter to Lar Daly with respect to his petition for ruling on his claim for double equal time (not involving newscast) by reason of his dual political candidacy in the Chicago primaries:

"This is with reference to (1) your pleadings requesting a ruling that you were entitled to time equal to that afforded Mr. Timothy P. Sheehan on television stations WBBM-TV and WBKB, Chicago, Illinois on February 22, 1959; and (2) the opposition filed by Station WBBM-TV.

"The facts on which your pleadings are based appear to be as follows: Mayor Richard J. Daley was a primary candidate for the Democratic nomination for Mayor; Mr. Timothy P. Sheehan was a candidate for the Republican nomination; you were a candidate in both primaries; and the date of the primary election was February 24, 1959. Mayor Daley received one-half hour on the above stations and you were afforded one-half hour as his opponent in the Democratic primary. Since you were also Mr. Sheehan's opponent in the Republican primary, he requested and received one-half hour on both stations. Thereafter, you requested and were refused time 'to reply' to Mr. Sheehan. The basis for your claim is that you were in the position of two separate candidates and were entitled to the rights of two separate candidates. After careful consideration of the above pleadings, the Commission has concluded that your contentions are inconsistent with the provisions, intent and purpose of Section 315 of the Communications Act. When Mayor Daley appeared on the above stations, he created a right in, you, as his Democratic opponent, for equal time. When you exercised that right, you created a right in Mr. Sheehan, your Republican primary opponent, for equal time. That may not have been your intention, but it resulted from your own voluntary act of filing for the Republican nomination. Refusal to grant equal time to Mr. Sheehan would have been contrary to Section 315 for, as we pointed out in our Interpretive Opinion of June 15, 1959 (FCC 59-565), it was the Congress' primary and dominant purpose in enacting the equal time statute 'to equalize the advantages of radio and television broadcasting to candidates . . .' Accordingly, with Mr. Sheehan's use, the requirement of Section 315 became satisfied, and any additional use afforded you would have created further rights in Mr. Daley and Mr. Sheehan.

"In your pleadings, you refer to the Commission's ruling that '. . . primary elections or conventions held by one party are to be considered separately from primary elections or conventions of other parties . . .' That ruling has been applied in entirely different factual situations, e.g., where a candidate for one party's nomination sought time equal to that afforded a candidate for another party's nomination for the same public office. In the case before us, you and Mr. Sheehan were competing for the same primary nomination. Accordingly, when you obtained time on the above stations, Mr. Sheehan became entitled to equal opportunities.

In light of the above, we conclude that in refusing you time equal to that afforded Mr. Sheehan, the actions of Stations WBBM-TV and WBKB were consistent with the provisions of Section 315 of the Communications Act." Ann. Sept. 9.

## ACTIONS ON MOTIONS BY FCC

Commission on September 8 granted request by International Brotherhood of Electrical Workers for extension of time from Sept. 8 to Oct. 1 to file comments and from Sept. 18 to Oct. 12 for replies in Amendment of Sec. 3.66 of Commission's rules relating to remote control authorization. Action Sept. 9.

Commission on September 10 granted request by Transcontinent Television Corp. (WROC-TV) Rochester, N.Y., for extension of time from Sept. 14 to Sept. 18 to file pleadings in response to petition of Great Lakes Television Co., seeking addition of vhf channel to Erie, Pa. Action Sept. 14.

**By Acting Chairman Rosel H. Hyde**

Granted motions by Broadcast Bureau and by Star Broadcasting Corp., for various corrections to the transcript of oral argument in proceeding on applications of Star and History and Radio for new am stations in Fredericksburg, Va. Action Sept. 8.

**By Commissioner John S. Cross**

Granted petition by Jose R. Madrazo for extension of time to Sept. 11 to file his reply to opposition of Broadcast Bureau to his petition for review in proceeding on Madrazo's am application and that of Continental Bcstg. Corp. (WHOA) Guaynabo and San Juan, P.R. Action Sept. 10.

**By Chief Hearing Examiner James D. Cunningham**

Granted petition by David M. Segal to dismiss without prejudice his application for new am station in Boulder, Colo., and retained in hearing status remaining applications in consolidation. Action Sept. 9.

Dismissed with prejudice, for failure to file written appearance, application of Sam H. Bennion and retained in hearing status application of Eastern Idaho Bcstg. and Television Co., both for new tv stations to operate on ch. 8 in Idaho Falls, Idaho. Action Sept. 9.

Granted petition by The Enterprise Co. for extension of time to Sept. 30 to file findings of fact and corrections to the transcript of hearing in Beaumont, Texas. tv ch. 6 remand proceeding. Action Sept. 11.

Designated Judge Horace Stern as presiding office in further hearings in Springfield, Ill. and Orlando, Fla., ch. 9 proceedings. Action Sept. 10.

**By Hearing Examiner J.D. Bond**

Pursuant to provisions of Commission's memorandum opinion and order of July 6, reopened record and scheduled further hearing for Sept. 22 in proceeding on applications of Donald W. Huff and Equitable Publishing Co., for new am stations in Lansdale, Pa. Action Sept. 8.

Scheduled hearing for Dec. 8 in proceeding on am application of High Fidelity Stations Inc. (KPAP) Redding, Calif. Action Sept. 9.

*Continued on page 110*


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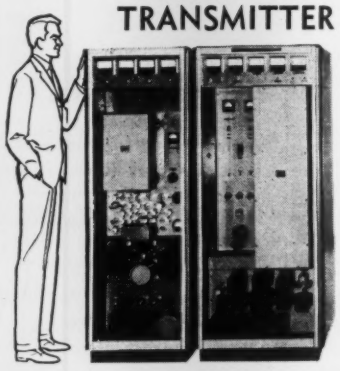

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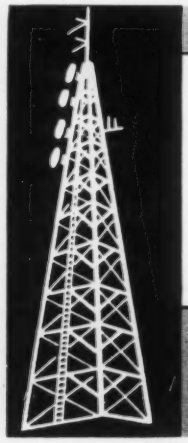

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## RADIO

### Help Wanted—Management

**Aggressive, hardworking sales manager** in mid-30's to become one of three working owners of prosperous, well-established station. Must have ideas for himself and other members of the sales staff. One owner plans to retire in five to seven years and you can become 50% owner if you have what it takes. Good opportunity for multi-station operation to develop. Personal interview necessary. All replies confidential. Write Box 508P, BROADCASTING.

**Manager/advertising combination.** Thousand watt Mutual station ten thousand population Kentucky city. Good town, good situation, attractive offer. Box 577P, BROADCASTING.

**Eastern** first ten major market modern radio operation has opening for manager who loves to sell. Well rated station with all the tools needs a man who can show agency's and direct accounts the tremendous power of modern radio. Excellent salary to start plus beautiful incentive plan. Man selected will head up operation with assistance of top programming team. Plenty of room to grow, write us tonight it may be the best thing you'll ever do. Box 614P, BROADCASTING.

**Immediate** opening for topnotch sales manager in large east coast city. Excellent wage advancement opportunities. Age 23-40. Submit digest of experience and billings with photo for quick action. Box 621P, BROADCASTING.

**Pennsylvania** single station market needs experienced manager who can sell. Progressive, modern station. Salary and commission. Send full information. Box 628P, BROADCASTING.

**Manager-sales manager** with proven sales ability and administrative knowhow of station sales and program personnel for California 5000 watt station that is Number 1 in most beautiful section of state. Send complete background and references to Box 633P, BROADCASTING.

**Sales manager** to assist general manager and be my successor. Good opportunity for young man to move up. Minimum of 5 years experience in sales. Apply Bob Ray, c/o WBBB, Burlington, North Carolina.

### Sales

**Northern Ohio** medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

**Mature ambitious** man who will represent us creditably as well as produce outstanding results from established list. Major station in large northwest market. Advancement opportunities excellent thru affiliation with several other top stations. Box 506P, BROADCASTING.

**Radio time salesman** with announcing experience. Perfect set up for man willing to work. 250 watt north central Wisconsin. Good hunting and fishing. Will hold position comparable to sales manager. Box 563P, BROADCASTING.

**I want a professional,** there is an opening in the northwest's fastest growing market with the northwest's fastest growing radio station. If you can sell and want to work you can go as far as your talents will take you. Incentive plan makes $15,000 income easy for top salesman. Box 580P, BROADCASTING.

**Golden opportunity!** Salesman, growing multi-station group. Texas. Next stop commercial manager. Box 581P, BROADCASTING.

### Help Wanted—(Cont'd)

#### Sales

**Announcer-salesman:** Experience outside of radio considered. Growing market. Box 582P, BROADCASTING.

**For equal share** in expanding midwest radio operation, for freedom on the job, for opportunity that knocks once in a lifetime, active owners have right price for 25% of stock for right man. Must be experienced salesman. Box 588P, BROADCASTING.

**Excellent opportunity** for good radio salesman in fast growing industrial market. 15% with liberal guarantee. Jim Hairgrove, KBRZ, Freeport, Texas.

**California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.**

**Sales manager** for KCOL, Fort Collins, Colorado. Straight salary and bonus. Send your sales record, photo, and references.

**Fast moving** Maine music and news station has immediate opening for salesman or announcer-salesman. Rapidly growing military community. Plenty of chance for advancement. $75 weekly plus commission. Write WCME, Brunswick, Maine.

**Wanted—Radio** time salesman. Good salary plus commission. Write or call Mike Carmichael, General Manager, % Radio Station KNCO, Box 247, Garden City, Kansas, or telephone Bridge 6-4366.

**Experienced radio** program salesman with executive ability. Robert G. Jennings Associates, 64 East 55th St., NYC.

#### Announcers

**Top salary** for top man for number one station in major midwestern market. Modern fast paced station wants personality announcer who can project and hold audience. We are not a format operation and you will be given free rein. Mail tape, photo, resume to Box 519P, BROADCASTING.

**Announcer** with first phone. Must be good announcer with minimum of engineering. Tennessee station. Box 526P, BROADCASTING.

**Illinois** killowatt daytimer expanding to night time has opening for experienced staff announcer with news gathering and writing experience for combination duties of deejay and newsman. Also versatile deejay with several years of solid radio experience. Permanent positions. Pleasant community. Format station emphasizing standard and pop tunes with strong melody. No top 40, no rock 'n' roll, no country and western, no rhythm and blues. Sports play-by-play background helpful. Personal interview required. Free life, hospital, medical insurance, sick pay, bonus, pension plan. Starting salary $100 weekly. List age, education, family status, references, experience in detail. Box 551P, BROADCASTING.

**Opening immediately.** Experienced announcer, full or part time. Box 579P, BROADCASTING.

**South Florida** metropolitan market. Number 1 station, in beautiful city three miles from the Atlantic ocean, with wonderful living and working conditions, needs a swinging deejay at $120.00 a week. Send resume, tape at once to Box 591P, BROADCASTING.

**Top 50 market**—looking for a top 40 jock. Excellent pay for right man. Send tape and resume to Box 612P, BROADCASTING.

**All night dj,** first phone. 36-hour week, no maintenance, 5 kw eastern market. Top salary. Immediate work. Send tape. Box 618P, BROADCASTING.

### Help Wanted—(Cont'd)

#### Announcers

**Independent Carolina** station is looking for a young staff announcer to join production team. Must have good voice, good news delivery, good commercial delivery and be ready to learn and work. Prefer man with at least one year experience, but will consider all applications. Mail telephone number, along with tape, photograph and references to Box 620P, BROADCASTING.

**Opportunity** for married staff announcer. Send resume. Network station, Texas. Box 624P, BROADCASTING.

**Take over** programming and give our one station Pennsylvania town the swingin' sound. Good money. Send usual full information. Box 629P, BROADCASTING.

**KBUD, Athens,** Texas has immediate opening for experienced announcer. Salary open.

**A real friendly,** down-to-earth type announcer for early bird shift in growing central Oregon market. Relaxed style is best for us. Chance for extra loot through sales. Great huntin' and fishin' country. Contact KGRL, P. O. Box 590, Bend, Oregon. EV 2-5611.

**Minnesota single station** market of 15,000 needs top-notch versatile announcer. First ticket desirable but not necessary. Contact George Brooks, KOTE, Fergus Falls, Minnesota.

**Full time** country music daytimer needs top afternoon dj experienced in all kinds of production work. Straight voice, smooth delivery, hard hitting commercials. Send tape, picture, resume of last three positions and length of time employed along with credit references to Walt Lawson, Radio Station KPEP, P.O. Box 1350, San Angelo, Texas.

**Need qualified** staff announcer and news reporter. Some photographic experience helpful. Prefer southwesterner. Complete details should include picture, tape, minimum salary. Manager, KSWS Radio and TV, Roswell, New Mexico.

**11 year old** Florida station has immediate opening for experienced announcer with first phone. Send tape, resume and salary requirements to WCNH, Quincy, Florida.

**Experienced morning personality.** Do not apply unless you're tops and can command top pay! Versatility a must! Music to be combination of top hundred and pop album favorites, but air personality must predominate! Apply by letter only. No phone calls! Give resume of self, background, experience and references. Send tape. Paul Parker, WLAS, Jacksonville, N.C.

**Announcer needed**—Must be versatile and experienced. Contact Station Manager, WMMT, McMinnville, Tenn.

**Negro dj's** for one of the nation's top groups—religious and r&b, experienced, preferably from the south. If you can do good commercials and news, too, send tape, resume and photo immediately to Mr. Al Evans, WOKJ, P.O. Box 2667, Jackson 7, Miss.

**Announcer.** For medium paced station to work mornings, afternoons. Mostly music: no rock 'n' roll. Send tape, picture and resume to Ed Huot, WTRC, Elkhart, Indiana.

**Experienced** announcer for progressive station. North or South Carolina man preferred familiar with tobacco markets and all phases of announcing. Pay commensurate to ability. Contact WYRN, Louisburg, North Carolina.

**For glib deejays only.** 2484 gags, quips, anecdotes. $1.00 plus 10¢ packing. Gags, P.O. Box 1, Elkhart, Indiana.

## Help Wanted—(Cont'd)

### Announcers

**Immediate opening** for disc-jockey-announcer. Write, call, wire Dean Holford, General Manager, Haynesville, Louisiana.

### Technical

**Experienced first phone** combo man for Chicago suburb good music station. Box 573P, BROADCASTING.

**Announcer/engineer.** Good salary and hours for experienced man. First phone required, announcing secondary. Send tape and resume to WDDY, Gloucester, Virginia, or call for interview.

**Engineer** experienced or beginner. Contact; Disk Jockey Placement Center, 100 West 42 St., New York 36, N.Y.

**TV studio engineers** for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

### Production-Programming, Others

**250 watt network station** in metropolitan area wants a PD with experience. A solid community station in the northeast. Box 486P, BROADCASTING.

**Program director** looking for a future in small resort and agriculture community in north central Wisconsin. Must be sharp announcer with program ideas and willing to work. Salary commensurate with ability . . . experience. Box 564P, BROADCASTING.

**Top 40 type** midwest operation needs experienced formula production manager with ideas who can do a fast paced, 2½ hour afternoon show. Send resume, background, tape, salary expected, picture and references. Box 589P, BROADCASTING.

**Copy gal** to write creative hard-sell copy for leading eastern music-news station. Good pay and working conditions. Enclose continuity samples, experience and snapshot. Box 622P, BROADCASTING.

**Newsman,** desiring to enter sales. KEPS, Eagle Pass, Texas.

**Newsman** who specialized in news exclusively for modern fast paced operation. Must be news gatherer with experience. Send tape, photo, resume to Fred Epstein, KSTT, Davenport, Iowa.

**Immediate opening** for young woman . . . in radio traffic with opportunity for lucrative air work. Home economics background advantageous. Send photo, resume and tape audition to WFDF, Flint, Michigan.

**Newsman:** Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85.00 for 40 hours. Salary commensurate with experience and ability. Write or phone, W. P. Williamson, WKBN, Youngstown, Ohio. STerling 2-1145.

**Continuity writer**—girl Friday immediately! Experienced only. A willing worker can earn better pay than in large metropolitan markets. Good, punchy copy needed at this wide awake station. Tell all in first letter. Paul Parker, WLAS, Jacksonville, N.C.

**Girl copywriter,** some office and air work. Ideal working conditions in south Florida seacoast resort town. WSTU, Stuart, Florida. Send sample copy, photo, tape.

**Immediate** opening for experienced radio newsman. Gather, write, air news. $100.00 per week for qualified man. Contact Ron Mires, WTTH, Port Huron, Michigan.

**Copywriter** wanted at once, male or female. Must have references, experience, alert and production minded. Call Bill Lipman, Olympic 7-6162, Kenosha, Wisconsin.

## RADIO

### Situations Wanted—Management

**Management** and ultimate ownership of small or medium power station in California or eastern Florida coast desired by veteran broadcaster with 25 years in all phases of operation. Family man, mid forties, with outstanding record of performance and longevity. For the past 12 years with major, clear channel station as senior account executive. Interested in station where licensee is a non-resident who will place entire operation in capable hands under a mutually beneficial agreement which will eventually lead to ownership. Box 570P, BROADCASTING.

**Management**—Experienced radio man, young, solid, with excellent background. Good management-sales experience. West coast preferred, but will consider other possibilities. Box 571P, BROADCASTING.

**Two highly experienced** broadcasters offer economy operation. Accent on programming and profits. First phone. Box 597P, BROADCASTING.

**Manager** with an outstanding record of success in small market operation wishes to tackle larger market. Figures tell my story best. Can give you facts, figures and employer references that top anything you've seen before. Not a fly by nite promoter, but solid family man who boosts profits while boosting station and community. 10 years in last two management jobs. If you have the opportunity, I have the ability. Presently earning over $12,000. Box 610P, BROADCASTING.

### Sales

**Salesman/announcer.** Ambitious. Knowledge radio sales. Announce. Run board. Anywhere. Box 482P, BROADCASTING.

**Specialized in** farm sales. Agriculture degree. Station, representative or agency. Box 595P, BROADCASTING.

**Qualified** by successful experience for local-regional sales management, medium market. Seeking potential station-management position in midwest. Ten years radio-television; last four years in local-regional radio sales, city of 100,000. Age 30. Box 604P, BROADCASTING.

### Announcers

**Sports announcer, seven years background** play-by-play. Top references. Box 848M, BROADCASTING.

**Country/western dj,** 1st phone. Writes copy, do farm news. Box 451P, BROADCASTING.

**Available immediately** — announcer 1st phone, two years experience, strong news, commercials — currently employed. Seek permanence west. No top 40. Wire or write. Tape, resume, photo. Box 514P, BROADCASTING.

**Sports director** looking for place to settle, raise family. Midwest preferred. Box 521P, BROADCASTING.

**Two announcers.** Sincere pitch, skillfully trained. One prefers south. Both tapes sent promptly. Box 524P, BROADCASTING.

**Announcer.** 12 years experience radio. Wants staff plus special events am or tv or combination both. Go anywhere. Box 534P, BROADCASTING.

**Announcer, programming,** have sold, understand radio, five years experience, 26, completed military as officer, college graduate, well traveled and informed, sincere, serious, solvent, looking for permanency, challenge, advancement, interesting area, employed, expect good salary. Resume and references available. Box 539P, BROADCASTING.

**Young, experienced announcer.** Available immediately. Box 583P, BROADCASTING.

**DJ flexible personality.** Four years experience. Currently employed east coast. Box 601P, BROADCASTING.

**Fast-paced** personality dj. Four years experience. Good ratings in major market. College grad. Box 606P, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

**Have class,** will travel, but to major market only. Available as newsman. 7 years experience as news director, newscaster, writer, disc-jockey, staff announcer. Excellent commercial and news delivery. Minimum $225 per week. No frantic ones, please. Box 608P, BROADCASTING.

**Disc jockey.** Young. Intelligent. Well trained. References. Tape shows talent. Box 609P, BROADCASTING.

**Lonesome gal** show my speciality. Attractive. Well educated. Fine voice. Box 613P, BROADCASTING.

**Announcer** anyone? Desire nite good pop, modern jazz show. Light good experienced, tape, travel. Box 617P, BROADCASTING.

**Pro presently** employed dj in one of top 20 markets considering leaving top-rated indie for radio-tv operation. Family, reliable, 13 years experience includes 2 years tv. Wants stable, permanent position. Will consider all offers. Box 626P, BROADCASTING.

**Good announcer,** 1st ticket, reliable, family man, 26, presently employed as pd and morning man. Like job, but looking for organization where ability opens opportunities Box 632P, BROADCASTING.

**Recently released** from army—Top morning news man. More than a few years experience and looking for a permanent position. Tape and photo on request. Box 634P, BROADCASTING.

**Salesman-announcer.** Mature, industrious salesman and announcer seeks opportunity to sell time. Good ad-libber. Prefer southwestern region. Speak fluent Spanish. Write for complete resume and photo. Box 635P, BROADCASTING.

**Stop—22,** veteran, single, presently CBS, ABC. South Arkansas good music station with 2½ months experience. Very much want top 40. Box 637P, BROADCASTING.

**Announcer, dj,** experienced. Young, ambitious, eager. Good sell ability. Operate own board. College background. Will travel anywhere. Tape, resume, photo. Larry Beller, 1745 E. 55th Street, Chicago 15, Illinois. Phone Butterfield 8-5404.

**Professionally** trained announcer with some experience in Chicago fm. Married, 23. Will work hard. Write Larry Dickson, 904 W. Ainslie, Chicago, Illinois.

**Announcer:** 1½ years experience, young, dependable, hard working, willing to learn, available immediately. Military completed. Pacific northwest preferred. Marvin Cope, KBAR, Burley, Idaho.

**This is getting ridiculous.** I'm still available. Look at my ad in September 7 issue of Broadcasting. Tom Edwards, TUxedo 4-6462, Cleveland, Ohio.

**Young man,** just graduated professional broadcasting school, college degree, speech, English, 1 year teaching experience. Call or write Richard Hanson, YMCA Hotel, 826 S. Wabash, Chicago 5, Illinois.

**Young negro vet,** professionally trained, no experience. Looking for place to start. Will work hard. Prefer midwest. Write Bob Lee, 6028 So. Drexel Ave., Chicago 37, Illinois or phone Butterfield 8-5539 in Chicago.

**Easily adaptable,** ambitious, young man desires position as announcer-disc jockey; in Pennsylvania or other eastern states. Have practical experience. Tape and resume upon request. Write: Francis Panar, 533 Philadelphia Ave., Barnesboro, Pennsylvania.

**Stations anywhere.** Just completed course Mile High School of Broadcasting. No experience but lots of determination. Course included all phases formula and network. Interested in opportunity for newscasting. Start at minimum $85.00 weekly. Married, no children, 35 years, intelligent. Call or write John Schmidt, Belmont 3-5032, 2450 Garland, Lakewood, Colorado.

## Situations Wanted—(Cont'd)

### Announcers

**Family man,** negro professionally trained. Looking for place to start as religious disc jockey. Will work hard. Write Henry Russell, 1756 W. Jackson Blvd., Chicago, Ill. Canal 6-7089.

**Announcer** wants start in radio. Have some play-by-play experience. Two years college and professional broadcasting school. Married. Jerry Tye, Victoria, Ill.

### Technical

**Engineer, 1st phone.** Responsible and able to maintain equipment and take charge of engineering department. Have tv and radio experience. No announcing. Box 513P, BROADCASTING.

**1st phone-broadcasting background.** Available immediately. Good references. Married. Box 572P, BROADCASTING.

### Production-Programming, Others

**Available immediately.** Top flight news director. Journalism degree, five years experience covering all phases of gathering, writing, and airing news in a medium size market. Mature, judgment, young enough to do the job. Box 490P, BROADCASTING.

**Newsman**—skilled in use of tools of electronic journalism. Sound, mature news judgment. Can write, gather, deliver. Married, B.S. Box 536P, BROADCASTING.

**Program director.** Topnotch major market deejay wants to get out of the big city, ratrace and settle down in small but progressive community. Twelve years extensive experience. Strong on ideas, production, news. Box 548P, BROADCASTING.

**Want pd position** modern good music station. Five years experience. Hard worker. Currently employed. Box 574P, BROADCASTING.

**Veteran Chicago** radio-television personality desires change. Excellent background and references. Have successfully handled mc'ing, man-on-street, dj'ing, etc. Heavy on sound commercials. Location open. Box 578P, BROADCASTING.

**News director**—Background: 5 years of radio news broadcasting and newspaper journalism. Desires to relocate in a more lucrative position. Presently employed in one of the top 50 markets. Family man—no "drifter". Box 586P, BROADCASTING.

**Newsman**—accurate, fast coverage, professional delivery, competent writer, 8 years radio-newspaper experience, college, best references, interested radio and/or tv. Box 592P, BROADCASTING.

**News.** Experienced reporter, editor, newscaster, director. Now employed, but prefer east. Box 593P, BROADCASTING.

**Experienced farm director** looking for larger market. Can also sell. Box 596P, BROADCASTING.

**Topflight radio woman,** currently grounded rural market, wants out. Seasoned professional. Sustained record listeners follow-thru on sponsor products/services. Seeks bonafide opportunity, metropolitan area, to employ all professional skills building profitable station/client/community relations. Prefer southwest but invite inquiry from any station pursuing aggressive, dynamic policies. Available customary notice. Box 599P, BROADCASTING.

**5 years experience.** Heavy on news. Also play-by-play, morning-service-type show (without gimmicks), create and develop production tapes. Do not want top 40, but do want possible opportunity later at management level with progressive station. Stable, prefer midwest or Florida. $110 minimum. Box 603P, BROADCASTING.

**Experienced** program director wishes to relocate. No top forty. Married, family. Box 627P, BROADCASTING.

## TELEVISION

### Help Wanted—Management

**Man to head up** Chicago office of major tv rating service. Sales and research experience necessary. Address replies to American Research Bureau, 435 North Michigan Ave., Chicago, Illinois.

## Help Wanted—(Cont'd)

### Announcers

**TV announcer** strong on news. College graduate. Young. Newspaper experience desirable. $85 to $100 week. Key network affiliate in southeast. Send photo, references, background. No film or tape. Box 537P, BROADCASTING.

**NBC-ABC affiliated** station in a fast growing two station market needs an experienced on-camera announcer. Above average salary and benefits to right man. Supply background, tape and photo in first letter. Write 630P, BROADCASTING.

**Announcer-switcher** with or without experience. Break into television at an NBC-interconnected station. Salary with chance at talent. This is your opportunity to learn every phase of telecasting. Contact Truman Walrod, Station Manager, KRSD-TV, Rapid City, South Dakota.

**Need two experienced announcers.** Would consider experienced radio men who would like to get in television. Some live camera work, news and spot commercials. Send full particulars in first letter to Wendell Elliott, Dodge City, Kansas.

### Technical

**Grow with tv.** Adding to staff, prefer recent tech school grad with 1st class license. Experience not necessary. Complete resume first letter. Interview will be arranged. Box 576P, BROADCASTING.

**Growing small** western concern needs able man with good electronic background and some tv station, microwave, and closed-circuit experience for planning, installing and servicing tv program facilities. Send complete record including references, expected salary, recent photograph. Box 623P, BROADCASTING.

**Opportunity** for stable, dependable engineer. Must have television experience or excellent radio background. Manager KSWS-TV, Roswell, New Mexico.

**Tv studio** engineer first class license. Experience either DuMont equipment or Ampex video tape acceptable. Resume, references and snapshot in letter. No phone calls. Chief Engineer, WRVA-TV, Richmond, Virginia.

### Production-Programming, Others

**TV writer** who writes copy that sells. Send photo, samples, resume and salary requirements to Paul Carter, Creative Director, KCRG-TV, Cedar Rapids, Iowa.

## TELEVISION

### Situation Wanted—Announcers

**Currently employed tv-radio announcer** seeking challenging position. Versatile; excellent delivery, appearance. College graduate; nine years tv, prefer good talent setup. Personal interview only. Box 512P, BROADCASTING.

**Have mike, will travel.** College and prep school graduate seeks on air news position in east. Eight years experience, tv and am. Recent AP and Radio Press news awards winner. Audition tapes, kines and references. Box 607P, BROADCASTING.

### Technical

**Assistant chief-supervisor.** Supervisor experienced in construction, operation, maintenance, am and tv. Hard worker, stable, married. Excellent references. Box 522P, BROADCASTING.

**1st phone** studio technician 9 years tv experience. Master control and transmitter with RCA and Dumont equipment. Box 605P, BROADCASTING.

### Production—Programming, Others

**Experienced newsman:** Heading tv newsroom, extensive am background. News-in-depth specialist, excellent delivery, record of boosting ratings. Seek news director, good staff job. Box 480P, BROADCASTING.

**Photographer,** employed, 10 years experience, 2 years tv, 35, family. Can handle news, commercial, stills, slides, movies, reversal processing, supervisory ability. Box 598P, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

**Can you offer** dry climate? Free lance artist would like to learn tv art work. Can offer five years experience in radio as program director, continuity, traffic, bookkeeping, announcing and board. Children's health necessitates change. Excellent references. Box 585P, BROADCASTING.

**Six years** assistant pd and production manager one station wants own department. Able to direct and do on-camera. Know television 250,000 set market. Sales experienced. Box 615P, BROADCASTING.

**Director,** 5½ years. Wants assistant production director progressive station with future. Box 619P, BROADCASTING.

**Production man,** two years experience: cameraman, setting, lighting. Prefer west coast or southwest. Will accept engineer training. Excellent references. Box 600P, BROADCASTING.

## FOR SALE

### Equipment

**Complete 25 kw** tv transmitter channels 2-6. Also 25 kw tv power amplifier channels 7-13. Write for details. Box 535P, BROADCASTING.

**Complete** mobile tv studio equipment. Two vidicon studio camera chains, cables, tripods, 6 lenses, monitor, switcher, headphone, separate power supplies, sync generator and camera controls. Now operating as a completely equipped studio. $6000 cash. Original cost $18,500. Box 575P, BROADCASTING.

**Coax cable,** 3⅛", impedance 50 ohms, type 562A Andrew. Twenty 20 ft. length. 50% discount. Balthrope, KEEZ-FM, San Antonio.

**RCA 1G** now on air $850.00 as-is, where-is basis. Contact KLPW, Union, Missouri. LUcerne 3-3355.

**General Radio** modulation monitor, type 731-B, 2-Gates program line amplifiers, 1 Grey line equalizer, 1 BC-221 frequency monitor. $400 cash takes all. WDBC, Escanaba, Michigan.

**Collins 21A** 5 kw transmitter maintained in original condition, only factory-approved modifications, now operating. Excellent quality. Ten years old. Price $4,000. Terms. Address Radio Station WISE, Box 75, Scenic Highway, Asheville, N.C.

**One 37M-4 fm** antenna for 95.9mc frequency. Unit has never been used and in original packing crates. Cost $2295.00, but will sell for $1300.00 to station needing it. Contact J. F. Ramsey, WJAY, Mullins, S.C.

**Cheap.** 255 foot guyed antenna in excellent condition . . . uniform cross section (wind charged). Standing $1000.00. Call or write Radio Station WNVY . . . Gene Pfalser, Pensacola, Florida.

**AM transmitter** Western Electric type 451-A 250 watt complete with crystals, operating tubes and spares. Price $500.00 FOB, WSGA, Savannah, Georgia.

**Buy, sell,** or trade new and second-hand towers 27 used Stainless towers on hand. Ace High Tower Erector, Greenville, North Carolina.

**PT6-J Magnecorder** portable tape recorder, 3 speeds (3¾, 7½, 15 i.p.s.). Excellent condition. Best offer buys. Joe Beck, 1004 Truxillo, Houston 4, Texas.

**Video monitors.** Closed circuit and broadcast. See Foto-Video Laboratories' ad today on Page 82.

**Weather warning receivers** for Conelrad and Disaster Weather Warnings Air Alert II—$46.50, Air Alert I—$89.50. Miratel. Inc., 1082 Dionne St., St. Paul 13, Minn.

**480 foot model** H-40 Blaw-Knox self-supporting tower. Excellent condition, will support 12 bay-super turnstile tv antenna. Call or write Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Maryland. Phone Southfield 6-0766.

## WANTED TO BUY

### Stations

**Regional radio station** in the midwest. Substantial down payment with terms. All replies strictly confidential. Box 487P, BROADCASTING.

**Specialist** in reviving run-down radio stations. Will invest as working partner or buy outright. Now engaged as radio management consultant. Box 549P, BROADCASTING.

**Bought one, want another.** Prefer midwest or southwest. $100,000-$250,000 price range. Confidential, please. Box 594P, BROADCASTING.

**Small station** on or near coast or our island possessions. Box 636P, BROADCASTING.

**Our client interested** in investing in radio stations or allied field. Strictest confidence assured. Harris, Kerr, Forster & Company, Att: L. J. Reade, 18 East 48th Street, New York 17, N.Y., PL. 5-7870.

### Equipment

**250 to 1000 watt** fm transmitter, frequence-modulation monitor and antenna. Reply to Box 531P, BROADCASTING.

**Complete station equipment** for high-band vhf operation. Box 584P, BROADCASTING.

**Wanted 500 w or** 1 kw transmitter that can be modified to 500. Also interested in other transmitter and studio equipment. Send list price to Box 590P, BROADCASTING.

**1 RCA-BTA-250M** broadcast transmitter. 2 RCA transcription turntables three speed, type BO-2B. 1 RCA standard consolette type BC-3C. 2 RCA transistor preamplifier equalizer, type BA-26A. Please write Radio Station XEEO, Box 1330, Monterrey, N.L., Mexico.

**FM frequency-modulation monitor.** Would be willing to make some repairs. State age and condition. Harold Parshall, R.R. 1, Oxford, Ohio.

## INSTRUCTIONS

**F.C.C. first phone** license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

**Be prepared.** First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

**Since 1946.** The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Oct. 28, 1959. January 6, March 2, 1960. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 150 West Olive Avenue, Burbank, California.

**FCC first phone** license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

**FCC license** in six weeks. Resident classes September 28, November 16, January 18. Guaranteed personal instruction by Waldo Brazil, Pathfinder Radio Service, 510 16th St., Oakland, California.

## MISCELLANEOUS

**Funnyphone**-modern radio's new and successful fun game! Promotes station and dj. 13 entertaining weeks (5 days per week) of instantaneous audience reaction. Complete package of 650 clever Funnyphone questions and answers; formats; teasers; promos, $100. If purchased weekly, $10 per week. Funnyphone, Box 388P, BROADCASTING.

**Wanted:** Bank-roller to invest in "sleeper" situation in substantial northeastern market with weak radio coverage. Will mean AM application. Talented broadcast group with top area contacts will run operation on equity-earning or lease-option to buy basis. You earn top return, terrific growth potential. For details, Box 470P, BROADCASTING.

### Miscellaneous

**Custom radio spots.** No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

## RADIO

### Help Wanted—Sales

*SALES ENGINEER*
*Florida*

The Company: Major midwest broadcast equipment manufacturer.

The Position: Sales engineer to travel and call on radio stations in the entire state of Florida. Technical background essential.

Opportunities: Unlimited. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. A permanent position with an excellent future.

Send complete resume to Box 552P, BROADCASTING

see ad on page 110

**33% TO 40% COMMISSION**

to a radio time salesman who can sell spots and programs on Suburban-Chicago stations to smaller Chicago Area advertisers! An experienced "Closer" earns $300 plus weekly. EX-MEMBER OF TRAVELING "PROMOTIONAL RADIO TIME SALES" CREW COULD BE IDEAL FOR OUR TEAM.

Professionally-made sample commercials on tape provided for every prospect.

This is a permanent operation, not seasonal or temporary. Absolutely no ceiling on earnings!

Give full details Box 638P, BROADCASTING.

### Production-Programming, Others

*PD WANTED*

If your a disc jockey ready to move up, and if you know modern radio inside out, we're looking for you. This job is for a full time P.D.—very little air work with a top station. I'm one of the top 50 markets. Send tape, photo and complete resume to

BOX 611P, BROADCASTING

### Announcers

*CALIFORNIA CALLS*

**Multiple station group needs announcers, salesmen and potential managers. Send complete resume, photo and present salary. Announcer applicants send tape, cut it 7½. A world of opportunity for aggressive, hard working, stable individual in beautiful Monterrey and San Luis Obispo counties. Address replies to KSBW AM-TV, Salinas Valley Broadcasting Corp., P.O. Box 1651, Salinas, California.**

### Help Wanted—(Cont'd)

### Announcers

WANTED—
A NEWSMAN WHO:

1. Can air news intelligently . . .
2. Can evaluate news . . .
3. Can write in radio news style . . .
4. Has at least 3 years experience gathering, writing and broadcasting news . . .
5. Wants to move up to one of the East coast's top news operations . . .

AIRMAIL TAPE AND COVERING LETTER IMMEDIATELY TO:

Box 493P
BROADCASTING

## TELEVISION

### Help Wanted—Sales

**CLOSED CIRCUIT TELEVISION**

**FIELD SALES REPRESENTATIVES**

**The rapid expansion of closed circuit television has created several attractive openings for qualified field sales representatives. These positions offer top salaries, plus liberal sales incentive compensation.**

**Applicants should hold a scientific or engineering degree, or have equivalent practical experience in the installation, operation and maintenance of broadcast or closed circuit television equipment.**

Please send inquiries to:

Mr. W. W. Ingham, Dept. ZC-14J
Professional & Administrative Placement.
RCA, Building 10-1
Camden 2, New Jersey

**Radio Corporation of America**

**Industrial Electronic Products**

## TELEVISION

### Help Wanted—(Cont'd)

### Announcers

**CALIFORNIA CALLS**

Multiple station group needs announcers, salesman and potential managers. Send complete resume, photo and present salary. Announcer applicants send tape, cut it 7½. A world of opportunity for aggressive, hard working, stable individual in beautiful Monterrey and San Luis Obispo counties. Address replies to KSBW AM-TV, Salinas Valley Broadcasting Corp., P.O. Box 1651, Salinas, California.

## RADIO

### Situations Wanted—Announcers

**YOUNG MAN WITH CAPABILITIES**

Looking for a future. Have college degree in radio announcing and allied fields. Willing to start at any level that will give me the opportunity to prove my potential. Ralph Frankel, 542 S. Dearborn, Room 1109, Chicago 5, Illinois.

## FOR SALE

### Equipment

**BACKGROUND MUSIC RECEIVERS FOR SALE**

Used . . . FM main channel, crystal controlled, 20 KC Muting (can be easily changed). Tuners or receivers with 6V6 audio, all in operating condition. Complete with 13 tubes less crystal. Bids will be accepted in lots of 50 or more. Highest bid over $25.00 per receiver takes. All packing and shipping charges to be paid by buyer.

Box 290P, BROADCASTING.

## WANTED TO BUY

### Stations

**Wanted N.Y. FM Station**

**Owner of three "FM' stations desires to purchase FM class B station in N.Y. city area. Confidential.**
**Box 474P, BROADCASTING**

## MISCELLANEOUS

Mail Order Agents and Stations—ATTENTION
I confess—I did it
I OUTPULLED EVERY MAN IN RADIO
And I'll do it again
Take me now—for what it's worth to you
What's the deal—give me the pitch
Just the facts—the facts—that's all
I'll write it and I'll go on record with it.
I'm the one you're looking for
I admit it—I am
"The World's Greatest Mail Order Man"
**PUT ME ON TRIAL**
Box 625P, BROADCASTING

## PERSONNEL SERVICE

*Looking for . . .*
QUALIFIED BROADCASTERS?
A BETTER JOB?
*Employers and Applicants Contact*
DISK JOCKEY
PLACEMENT CENTER, INC.
*Agency Specializing in*
BROADCASTING • ADVERTISING
PERSONNEL
TONY JAMES, *Managing Director*
100 West 42nd Street, New York 36, N.Y.
TWX-N.Y.-1-4059
or Telephone WIsconsin 7-6322
*(Enclose return postage with tapes)*

RADIO — TV — ADV.

Top job placements in the dynamic southeast. Hundreds of job openings.

- Announcers
- Disk Jockeys
- News Directors
- Engineers
- Copywriters
- Salesmen

*Free registration—Confidential*

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.
Sam Eckstein JA 5-4841

## INSTRUCTIONS

**Choose a Career in RADIO-TV**

Train to be an announcer, writer, producer, program director, control board operator. Graduates in demand for interesting positions. Free placement service. Term starts September 28.

**NATIONAL ACADEMY OF BROADCASTING**
3338 16th St., N.W., Washington 10, D. C.

***Dollar for Dollar***

you can't beat a classified ad in getting top-flight personnel

# *STATIONS* — FOR SALE

***LOOK TO THE 60's***

**Pennsylvania daytimer, good growth area. Low down payment, long payout.**

***BOX 616P, BROADCASTING***

**5000 WATT DAYTIMER**

In Florida city of 100,000 population. Now billing better than $90,000 a year, but the station has an unlimited potential. Price $200,000 terms available. Principals only. Write:
Box 555P, BROADCASTING

| | | | | |
|---|---|---|---|---|
| Ky. | Single | 1kw-D | 100M | Terms |
| Cal. | Single | 250w | 65M | Terms |
| Fla. | Single | 500w | 50M | Terms |
| S.C. | Single | 1kw-D | 39M | Terms |
| Cal. | Single | 250w | 33M | Terms |
| Iowa | Small | 1kw-D | 116M | Terms |
| Ky. | Single | 1kw-D | 100M | Terms |
| Ariz. | Small | 1kw-D | 70M | Terms |
| N.C. | Second | 250w | 78M | Terms |
| La. | Medium | 1kw-D | 150M | Terms |
| Ala. | Metro | 5kw-D | 195M | Terms |
| Miss. | Metro | 1kw-D | 98M | Terms |
| S.E. | Major | 5kw-D | 225M | Terms |
| Mid | Major | 500w | 475M | Terms |

And others.

PAUL H. CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS**
**ESTABLISHED 1946**
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
**HOWARD S. FRAZIER, INC.**
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Texas Regional Day, nice profits, medium market $143,000 29%—Southwest Regional Day, high profit operation. $225,000 29%—Texas local Day, small market money-maker, $48,000, $16,500 down. Contact PATT McDONALD, BOX 9266, AUSTIN TEX. GL. 3-8080 or Jack Koste, 60 East 42nd St., N.Y. 17, N.Y. MU 2-4813.

**NORMAN & NORMAN**
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

**STATIONS FOR SALE**

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
**JACK L. STOLL & ASSOCIATES**
**6381 Hollywood Blvd.**
**Los Angeles 28, Calif.**
**HOllywood 4-7279**

*Continued from page 104*

**By Hearing Examiner Basil P. Cooper**

Scheduled prehearing conference for Oct. 6 in Christiansted, St. Croix, V.I., tv ch. 8 proceeding. Action Sept. 10.

**By Hearing Examiner Charles J. Frederick**

Continued prehearing conference from Oct. 5 to Oct. 6 in proceeding on am applications of Tiffin Bcstg. Co., Tiffin, Ohio, et al.; granted motion by North Shore Bcstg. Corp. (WESX) Salem, Mass., for leave to amend its am application to correct minor errors in coordinates respecting licensed site; WESX is in consolidated proceeding with Tiffin, et al. Action Sept. 11.

**By Hearing Examiner Jay A. Kyle**

Scheduled hearing for Sept. 21 in proceeding on applications of Sheffield Bcstg. Co. and J.B. Falt, Jr., for new am stations in Sheffield, Ala. Action Sept. 11.

**By Hearing Examiner Forest L. McClenning**

On own motion, continued hearing from Sept. 8 to Nov. 18 in proceeding on am application of Laird Bcstg. Inc. (KHAK) Cedar Rapids, Iowa. Action Sept. 8.

**By Hearing Examiner Herbert Sharfman**

Issued statement and order after prehearing conference in proceeding on applications of Binder-Carter-Durham Inc., et al., for new am station in Lansing, Mich., scheduled hearing for Nov. 3. Action Sept. 10.

**By Hearing Examiner Elizabeth C. Smith**

Continued hearing from Sept. 21 to Dec. 1 in proceeding on am application of Booth Bcstg. Co. (WSGW) Saginaw, Mich. Action. Sept. 8.

Scheduled hearing for Dec. 14 in proceeding on applications of Goleta Bcstg. Associates and Bert Williamson and Lester W. Spillane for new am stations in Santa Barbara, Calif. Action Sept. 9.

Granted petition by Jack W. Hawkins, Blanding, Utah, for continuance of hearing from Sept. 14, at 2 p.m., to Sept. 25, at 10 a.m., in proceeding on his am application. Action Sept. 10.

## BROADCAST ACTIONS
### by Broadcast Bureau
### Actions of Sept. 11

**WIDE Biddeford, Me.**—Granted acquisition of negative control by **J. Alan Jasper** and **M. Chester Ball**, through sale of stock by **Louis J. Borgatti** to licensee, and retirement to treasury.

**WISR Butler, Pa.**—Granted acquisition of positive control by **Joel Rosenblum** through termination of trust from **Abe H. Borisky**, trustee of testamentary trust created by **Sara E. Rosenblum** deceased.

**KQDY Minot, N.D.**—Granted assignment of license to **D. Gene Williams**, et al., d/b under same name.

**WNEW-FM (main & aux.) New York, N.Y.**—Granted licenses covering increase in ERP and installation of new trans., and to use old main trans. as an auxiliary trans.

**WPFB-FM Middletown, Ohio**—Granted license for fm station and specify 29.4 kw.

**WJBO-FM Baton Rouge, La.**—Granted license covering change in trans. location to 2.5 kw, ant. height to 460 ft., installation of new ant. and trans.

**KJML Sacramento, Calif.**—Granted license covering change of facilities, ant. system and location.

**KFMP Port Arthur, Tex.**—Granted license for fm station.

**WLOA-FM Braddock, Pa.**—Granted license for fm station.

**KSFM (FM) Sacramento, Calif.**—Granted mod. to cp to increase ERP to 6.4 kw, ant. height to 290 feet, change trans. and studio location, type ant. and type trans.

**WBCI Williamsburg, Va.**—Granted mod. of cp to move ant.-trans. location 300 ft. N.N.W. of present location, change type trans.; remote control permitted.

**Nelson W. Galle, Hillsboro, Texas**—Granted mod. of cp to change type trans.

**KRBE (FM) Houston, Tex.**—Granted mod. of cp to increase ERP to 79 kw, install new trans., and increase ant. height to 310 ft.

**WEEL Fairfax, Va.**—Granted mod. of cp to make changes in DA system.

**WTMA-TV Charleston, S.C.**—Granted mod. of cp to change ERP to vis. 100 kw, aur 50 kw, install new trans., ant. system, and make changes in equipment and ant. height to 380 ft.

***KPEC-TV Lakewood Center, Wash.**—Granted mod. of cp to change ERP to vis. 22.4 kw, aur. 12.6 kw, change type trans., make changes in ant. system to accommodate KCPS (FM) ant., ant. system and reduce height to 210 ft.

### Actions of Sept. 10

Following stations were granted authority to operate trans. by remote control: KFOR Lincoln, Neb.; WRNY Rome, N.Y.; KQTY Everett, Wash., and KXGO Fargo, N.D., to change remote control authority unsing non-D ant.

Granted licenses for following am stations: WLIZ Lake Worth, Fla., change type trans., specify studio location (same as trans. location), WJAN Ishpeming, Mich., and specify studio location; WBTL Atlantic Bcstg. Corp., Farmville, N.C.; WQDY Calais, Me.; KBHC Nashville, Ark.; WPRN Butler, Ala.; KYSS Missoula, Mont.

**WJOB Hammond, Ind.**—Granted license to use presently licensed main trans. as an aux. trans.

**KPDQ Portland, Ore.**—Granted license to change ant.-trans. location.

**WTOP Washington, D.C.**—Granted license covering installation of new trans. to be used as aux. trans.

**WFOM Marietta, Ga.**—Granted license to operate old main trans. as aux. trans.

**WNIK Arecibo, P.R.**—Granted license covering installation of new type trans. as an alternate main trans. at main trans. site; remote control permitted.

Granted licenses covering change in power and installation of new trans. for following am stations: WGHM Skowhegan, Me.; WFSC Franklin, N.C. (delete remote control); WDOS Oneonta, N.Y.; WZIP Covington, Ky.

Granted licenses covering installation of new type trans. for following am stations: WJOB Hammond, Ind.; KFEQ St. Joseph, Mo. and WTOP (main), Washington, D.C.

Following am stations were granted cps to install new trans.; KAIR Tucson, Ariz.; WWXL Manchester, Ky.; KULP El Campo, Tex.

**KRKO Everett, Wash.**—Granted cp to install old main trans. to be used as aux. trans.

**WSB Atlanta, Ga.**—Granted cp to make changes in trans. equipment.

**WPJB-FM Providence, R.I.**—Granted mod. of SCA to change subcarrier frequency to 67 kc.

**WLES Lawrenceville, Va.**—Granted mod. of cp to change studio location and remote control point and change type trans.

**KRKO Everett, Wash.**—Granted mod. of cp to change studio location (same as ant.-trans. location), change type trans. and delete remote control operation (D).

**WFLI Lookout, Mountain, Tenn.**—Granted extension of completion date to Feb. 1, 1960.

**WANN Annapolis, Md.**—Granted extension of completion date to Nov. 30.

### Actions of Sept. 9

***KDPS-TV Des Moines, Iowa**—Granted license for noncommercial educational tv station.

**WKBW-TV Buffalo, N.Y.**—Granted cp to change ERP to vis. 91.2 kw, aur. 53.7 kw, add power amplifier to trans. and make changes in ant. system and other equipment

**WBRK Pittsfield, Mass.**—Granted mod. of cp to change type trans.

**WRNY Rome, N.Y.**—Granted extension of completion date to Oct. 15.

### Actions of Sept. 8

**WDSU-TV New Orleans, La.**—Granted cp to install alternate main driver to the licensed trans.

***WIPM-TV Mayaguez, P.R.**—Granted extension of completion date to Jan. 15, 1960.

**KCCC-TV Sacramento, Calif.**—Granted extension of completion date to Dec. 3.

### Actions of Sept. 4

**WGEZ Beloit, Wis.**—Granted assignment of license to **Radio Beloit Inc.**

**KQDI Bismarck, N.Dak.**—Granted assignment of license to **Darrel W. Holt**, et al., d/b under same name.

### Actions of Sept. 3

**American Bcstg.-Paramount Theatres Inc. New York, N.Y.**—Granted authority to transmit programs to stations CFCF and CBL and other stations of the Canadian Bcstg. Corp., for period April 20, 1959 to April 20, 1960; authority is without prejudice to such further action as Commission may deem warranted as result of final determinations with respect to (1) the report of the Network Study Staff; and (2) related studies and inquiries now being considered or conducted.

**WYDE Birmingham, Ala., WOKY Milwaukee, Wis., WOV New York, N.Y., KYA-AM-FM San Francisco, Calif., WAKE Atlanta, Ga., KCBQ San Diego, Calif.**—Granted transfers of control from **Gerald A. Bartell**, et al., to **Bartell Bcstrs. Inc.** (a Delaware Corp.).

**WTUC Union City, Tenn.**—Granted re-


# AUDIO PRODUCT SALES

Immediate opening. Excellent position for broadcast engineer experienced in all phases audio equipment and systems.

Responsible position in Mid-West sales office of leading broadcast equipment manufacturer.

Travel limited. Complete company benefits. For interview with Sales Engineering Management send resumé and photo to

BOX 639-P, BROADCASTING

quest for cancellation of license and deletion of call letters.

**K74AT Likely, Calif.**—Granted license for tv translator station.

**KPFA(FM) Berkeley, Calif.**—Granted cp to increase ERP to 59 kw and make changes in ant. system (increase height); ant. 1,330 ft.; remote control permitted.

**WPKM Tampa, Fla.**—Granted cp to install new ant.

### Actions of Sept. 2

**KTW Seattle, Wash.**—Granted license covering change in ant.-trans. location, changes in ant. (increase height) installation new trans. and operate trans. by remote control.

**KDOV Medford, Ore.**—Granted license for am station.

**WHMA-FM Anniston, Ala.**—Granted license covering increase in ERP and ant. height and change in trans. location; ERP 3.7 kw.

**WHMA Anniston, Ala.**—Granted license covering installation of aux. trans.; remote control permitted while using non-DA.

**KTW Seattle, Wash.**—Granted mod. of license to change studio location and remote control point.

**WHMA-FM Anniston, Ala.**—Granted extension of completion date to Oct. 16.

### Actions of Sept. 1

**KBMI Henderson, Nev.**—Granted extension of authority to remain silent to Oct. 15.

**K72AS, K81AB La Barge, Wyo.**—Granted licenses for tv translator stations.

**K72AY Maupin, Ore.**—Granted license for tv translator station.

**WTVN-TV Columbus, Ohio**—Granted cp to make changes in ant. system and other equipment to permit joint utilization of ant. by WTVN-TV and WTVN-FM.

**K79AJ Redmond, Ore.**—Granted cp to change frequency of tv translator station to ch. 79; change ERP to 2928.0 w, primary station to KGW-TV, ch. 8 Portland, Ore., type trans., ant. system, and prinicipal community to include Prineville, Ore.

**K76AA Prineville, Ore.**—Granted cp to change ERP to 1748 w; type trans., principal community to include Redmond, Ore., and make changes in trans. ant. system.

Following stations were granted extensions of completion dates as shown: KPHO-TV Phoenix, Ariz., to March 9, 1960; KKTV (aux. ant.), Colorado Springs, Colo., to Feb. 29, 1960.

**K73AM Boonville & Philo, Calif.**—Granted license for tv translator station.

**KCVN Stockton, Calif.**—Granted cp to install new type trans.

**KEFC Waco, Texas**—Granted mod. of cp to change type trans. and increase height to 220 ft.

**WHIL-FM Medford, Mass.**—Granted mod. of cp to increase ERP to 20 kw, and change type trans.; conditions.

**WFMK (FM) Louisville, Ky.**—Granted request for cancellation of cp and deletion of call letters.

**WYFI (FM) Norfolk, Va.**—Granted authority to remain silent for period ending Nov. 2; condition.

**WABQ-FM Cleveland, Ohio**—Granted mod. of cp to change ant.-trans. location, studio location and make changes in ant. system; decrease ant. height to 42 ft.; condition.

Following stations were granted extensions of completion dates as shown: KNOB Long Beach, Calif., to Nov. 20; WABQ-FM Cleveland, Ohio, to March 14, 1960; WKDN-FM Camden, N.J., to Oct. 23; KBCO San Francisco, Calif., to Dec. 19; WMAM-FM Marinette, Wis., to Dec. 21; WYNS Towson, Md., to Nov. 3; WKVT Brattleboro, Vt., to Dec. 1.; WSEB Sebring, Fla., to Oct. 12; KNIA Knoxville, Iowa, to Jan. 14, 1960; KUTI Yakima, Wash. to Oct. 30.

### Actions of Aug. 31

**WTRO Dyersburg, Tenn.**—Granted relinquishment of positive control by **John M. Latham**, through transfer of stock to **Hamilton Parks.**

**KSDA Redding, Calif.**—Granted extension of authority to remain silent for period ending Nov. 1.

**WKWK-FM Wheeling, W. Va.**—Granted license covering decrease in ERP from 16 kw to 10 kw.

**KBCA(FM) Los Angeles, Calif.**—Granted mod. of license to change name to Mount Wilson Fm Bcstrs. Inc.

***WHYY (FM) Philadelphia, Pa.**—Granted mod. of license to change name to WHYY Inc.

***KDPS-FM-TV Des Moines, Iowa**—Granted mod. of license to change name to Des Moines Independent Community School District.

**Cornhusker Tele. Corp. Lincoln, Neb.**—Granted cp & license for new low-power (1 w) on 26.10-26.48 mc to be used with KOLN-TV.

**WQXT Palm Beach, Fla.**—Granted cp to make changes in ant. system (increase height).

**KGBC Galveston, Tex.**—Granted cp to change ant.-trans. location and studio location, and install new trans.

**WYSR Franklin, Va.**—Granted cp to make changes in ant. system (increase height) and delete request for increase in power and new trans.; condition.

**KSTN-FM Stockton, Calif.**—Granted cp to replace expired permit for new fm station.

**WMTW-FM Mt. Washington, N.H.**—Granted cp to move ant. 50 ft. east (same site) and decrease height from 3,850 ft. to 3,820 ft.

**KWCX Willcox, Ariz.**—Granted mod. of cp to change ant.-trans. location (2,450 ft. N. of present location), make changes in ant. system (increase height) and ground system.

**WVLD Valdosta, Ga.**—Granted mod. of cp to change type trans.

**KPON Anderson, Calif.**—Granted mod. of cp to install new trans.

**WHFM (FM) Rochester, N.Y.**—Granted mod. of SCA to install new equipment.

**WEEL Fairfax, Va.**—Granted mod. of cp to make changes in ant. system (increase height).

**KLSN(FM) Seattle, Wash.**—Granted mod. of cp to increase ERP to 19 kw, increase ant. height to 1,070 ft., change ant.-trans. location to Cougar Mt., 3.6 miles N.W. of Issaquah, Wash., change studio location and install new ant.; remote control permitted.

**WASA-FM Havre de Grace, Md.**—Granted mod. of cp to decrease ERP to 2.85 kw, increase ant. height to 360 ft., move trans. location on same site; remote control permitted from same site; install new trans. and ant.; condition.

Following stations were granted extensions of completion dates as shown: KGFL Roswell, N.M., to Oct. 25; WIFE Dayton, Ohio, to Dec. 21.

### PETITION FOR RULE MAKING FIELD

***The Joint Council on Educational Television New York, N.Y. (9-2-59)**—Requests assignment of vhf ch. 9 to Corning-Elmira, N.Y. and reservation of that channel for noncommercial educational use. Ann. Sept. 11.

## License Renewals

Following stations granted renewal of license: KBAR Burley, Idaho; KSVC Richfield, Utah; KBIM Roswell, N.M.; KSWS Roswell, N.M.; KCID Caldwell, Idaho; KTAR Phoenix, Ariz.; KCLV Clovis, N.M.; KTFI Twin Falls, Idaho; KGGM Albuquerque, N.M.; KTUC Tucson, Ariz.; KIXX Provo, Utah; KVLV Fallon, Nev.; KLEA & aux. Lovington, N.M.; KWEW Hobbs, N.M.; KLER Orofino, Idaho; KWIC Salt Lake City, Utah; KLUK Evanston, Wyo.; KWRL Riverton, Wyo.; KOBE Las Cruces, N.M.; KWYO Sheridan, Wyo.; KORK Las Vegas, Nev.; KYCA Prescott, Ariz.; KOTS Deming, N.M.; KYTE Pocatello, Idaho; KOWB Laramie, Wyo.; KYUM Yuma, Ariz.; KOY aux. & alt. main, Phoenix, Ariz.; KGEI Belmont, Calif. KPBM Carlsbad, N.M.; WRUL Scituate, Mass.; KPHO & aux., Phoenix, Ariz.; KOSA Odessa, Texas; KPOW Powell, Wyo.; KUBO San Antonio Texas; KRAM Las Vegas, Nev.; KDWT Stamford, Tex.; KRLC Lewiston, Idaho-Clarkeston, Wash.; KTFY Brownfield, Texas; KRTN Raton, N.M.; K78AJ Broadbent, Ore.; KSOP Salt Lake City, Utah; KHFI (FM), Austin, Tex.; KSPT Sanpoint, Idaho; KNED McAlester, Okla.; KSUN Bisbee, Ariz.; KIUN Pecos, Texas; KDMC (FM) Corpus Christi, Texas.

Following dates will constitute composite week for preparation of program log analyses in connection with renewal (and other broadcast) applications for am, fm and tv stations whose licenses expire in 1960. Attention is directed to the fact that date for Sunday is in year 1958, whereas all other dates are in year 1959.

| | | | |
|---|---|---|---|
| Monday | — February | 2, | 1959 |
| Tuesday | — March | 10, | 1959 |
| Wednesday | — April | 29, | 1959 |
| Thursday | — May | 21, | 1959 |
| Friday | — July | 17, | 1959 |
| Saturday | — September | 5, | 1959 |
| Sunday | — December | 14, | 1958 |

Attention of licensees is also directed to Section IV, page 3, Item 10, of renewal application which permits submission of any additional program data that applicant desires to call to Commission's attention, if, in applicant's opinion, statistics based on composite week do not adequately reflect program service rendered.
Adopted: September 9, 1959

# From the SEC record:

The following stock transactions by officers and directors of companies in radio-tv and allied fields have been reported by the Securities & Exchange Commission. Sales, reported to SEC between July 11 and Aug. 10 involve common stock unless otherwise indicated.

**Allied Artists Corp.**—George N. Blatchford acquired 700 shares for 700 total. Albert Zugsmith increased holdings to 94,800 by purchasing 1,000 shares.

**American Electronics Inc.**—Phillip W. Zonne disposed of 1,500 shares decreasing his holdings to 62,800 and 4,000 held in trust for his children. Charles L. Jones acquired 1,500 shares for 1,800 total.

**Blaw-Know Co.**—George E. Kopetz sold 1,000 shares with 2,108 shares remaining. William Rodgers sold 500 shares with 5,751 shares remaining.

**Crowell-Collier Publishing**—R. Carl Chandler disposed of 11,500 shares with 500 shares remaining. William J. Seif acquired 200 shares for 400 total.

**Decca Records Inc.**—Milton R. Rackmil acquired 200 shares as co-trustee for 10,700 total. Universal Pictures acquired 12,200 shares for 241,700 total.

**Desilu Productions Inc.**—Edwin E. Holly disposed of 2,000 shares leaving 2,000 shares remaining. Martin N. Leeds disposed of 5,000 shares leaving 35,100 shares remaining and 1,200 shares in trusts for sons.

**General Electric Co.**—Harold E. Strang acquired 2,650 shares for 11,303 total.

**Hoffman Electronics**—I. J. Kaar disposed of total holdings of 3,000 shares. J. D. McLean acquired 1,500 shares for 1,600 total.

**Loews Inc.**—Nathan Cummings acquired 1,000 shares for 57,550 total.

**Loew's Theatres Inc.**—Tisch Hotels Inc. acquired 45,300 shares for 385,400 total.

**Motorola Inc.**—Arthur L. Reese acquired 100 shares for 200 total.

**Nafi Corp.**—John G. Bannister acquired 1,000 shares for 4,333 total.

**National Telefilm Assoc.**—George K. Gold disposed of 9,411 shares in exchange for securities of National Theatres Inc.

**National Theatres Inc.**—B. Gerald Cantor acquired 2,600 shares for 105,000 total. Cantor Fitzgerald & Co. acquired 1,900 shares for 20,000 total. Ely A. Landow acquired 2,500 shares for 7,500 total.

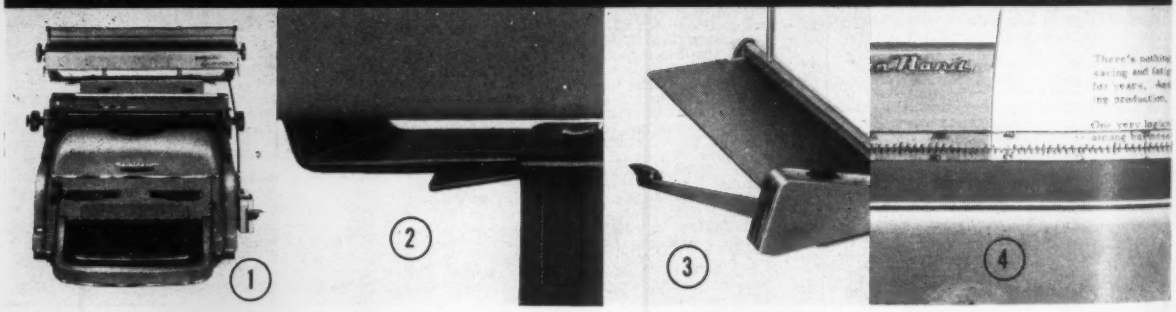
**Philco Corp.**—Henry F. Argento acquired 3,000 shares for 3,876 total.

**Radio Corp. of America**—Martin F. Bennett acquired 1,200 shares for 1,328 total. John L. Burns acquired 20,000 shares for 20,411 total. Ralston H. Coffin acquired 200 shares for 300 total. Rodolfo A. Correa acquired 200 shares for 286 total. David Sarnoff disposed of 10,000 shares with 5,000 shares remaining. Edward M. Tuft acquired 1,200 shares for 1,855 total.

**Republic Pictures Corp.**—Association of Motion Picture Industry disposed of 216,349 shares leaving no shares remaining. Victor M. Carter acquired 249,383 shares for 347,720 total. Sidney M. Davis disposed of 500 shares leaving none remaining. Douglass T. Yates disposed of 4,277 shares leaving none remaining. Herbert J. Yates disposed of 74,469 shares leaving none remaining. Association of Motion Picture Industry also disposed of its 29,600 shares of preferred stock. Victor M. Carter acquired 29,600 shares of preferred stock through Metalsmith's Inc. and Holmes Manufacturing Inc. for total of 30,000 shares.

**Trav-Ler Radio Corp.**—Isadore Edelstein acquired 100 shares for 2,500 total. Ellis Friedman acquired 2,500 shares for 21,540 total. Joe Friedman acquired 10,000 shares for 236,233 total. D. J. F. Shea disposed of 600 shares leaving none remaining. Isadore Edelstein disposed of 100 warrants for common stock leaving none remaining. Joe Friedman disposed of 10,000 warrants leaving none remaining.

**Zenith Radio Corp.**—Frank A. Miller disposed of 200 shares leaving 1,500 remaining.

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## OUR RESPECTS TO . . .

# Daniel Waldemar Kops

It can be asserted with a safe degree of certainty that broadcasting would be enjoying something less than its present stature in the functions of news and editorializing had not an 18-year-old freshman at Cornell in 1935, Daniel W. Kops, become intrigued with the daily student newspaper and discarded his plans to study medicine.

The love affair between Mr. Kops and journalism has burned brightly ever since, although he moved over to broadcasting 10 years ago and today is president of WAVZ New Haven, Conn., and WTRY Albany-Schenectady-Troy, N. Y. In this span he has used radio's flexibility and other advantages to introduce journalistic concepts that sometimes seem to begin only where the traditional crusading newspaper is forced to leave off.

Daniel Waldemar Kops' activities well qualified him for his post as president of the Associated Press Radio & Tv Assn., which meets today (Sept. 21) in New York and which he helped found three years ago after helping nurse along a predecessor unit from 1952.

A native of New York City, he was born Aug. 7, 1917, at Lawrence, N.Y., where the family was spending the summer. He entered Cornell, at Ithaca, and was awarded a BA degree with a major in sociology in 1939.

**College Try** • As a freshman, he was attracted to the *Cornell Daily Sun*, student newspaper, and by the time he was a senior was editor-in-chief.

As head *Sun* editor in 1939, Mr. Kops helped establish a program of university and local news on WESG Elmira. That summer he went to the Scripps-Howard *Houston Press* as a reporter and then moved to the W. M. Kiplinger newsletter service in Washington just before Pearl Harbor. Enlisting in the Army Air Force in 1942, he became an officer and supervised communications and electronics equipment activities at various AF installations.

Discharged in 1946 as a major, he joined the *Harrisburg* (Pa.) *Telegraph* and spent two years writing editorials and working on the business side, leaving just before the *Telegraph* was sold in a merger. In New York, he met Victor W. Knauth, who had been publisher and minority stockholder in the *Bridgeport* (Conn.) *Times Star*, which also had merged about the same time. Both men were concerned about newspaper mergers and resolved to go into radio to try to restore competition in journalism through a rival medium.

**Choosing the Arena** • The station they selected was WAVZ, a daytimer that had attracted little audience. The two New Haven newspapers also were under single ownership, which provided them with their mission—to compete in the news field.

The WAVZ purchase in December 1949 happily coincided with action by the FCC revoking its earlier ban on editorializing. Taking a few months to size up the community and his newspaper opponent, Mr. Kops considered these facts: New Haven, with great past traditions, was slipping in its economic competition with other New England cities. Its schools had not kept pace with population expansion and some were 75 years old. The Community Chest had met its goal only once in 19 years. Downtown merchants were losing business because there were no off-street parking facilities. Post-war population movements to the suburbs made problems still more complicated.

Mr. Kops discerned a general apathy because past efforts at improvement had met defeat from conservative forces. The newspaper, too, had opposed such improvements as parking and schools.

He then began airing editorials, supported by research, which pounded on the doors of City Hall, urging improvements. Editorials were focused on each of the problems, but their summary was the same: "Things can be done in New Haven."

**Animal Kingdom** • The editorial campaign incorporated the showmanship, flexibility and immediacy peculiar to radio. To get action on a proposed 300-unit veterans housing project—blocked for a year because the city was using the land for a pig farm to dispose of city garbage—Mr. Kops sent WAVZ reporters to the scene with tape recorders. WAVZ editorials first carried the voices of veterans on the waiting list for houses. WAVZ then told listeners: "Now let's see who are the occupants of this obtainable land," followed by the voices of grunting, squealing pigs. After four days, the mayor stopped the editorials by agreeing to condemn the land.

KOPS of WAVZ & WTRY
When newspapers fold, he opens.

Other WAVZ editorials helped get action in establishing a parking facility, building new schools and organizing fund raising campaigns into a federation. Mr. Kops plunged into local politics by supporting editorially a reform candidate for mayor. Opposition party members threatened the first day to pressure advertisers into a boycott of WAVZ. The station promptly aired a second, similar editorial and there have been no threats since.

The reform candidate, Richard C. Lee, was beaten in 1949, again defeated (by only two votes) in 1951, won by several thousand votes in 1953 and was re-elected in 1955 and 1957 by record pluralities. Mayor Lee has since become widely known for setting up an urban renewal and other revitalization projects in New Haven at a cost of more than $200 million, all supported by WAVZ.

**Tri-City Try** • WTRY, acquired in December 1957, is pursuing its own editorial campaign for redevelopment of the three major cities in its area. Both WAVZ and WTRY now are full-timers.

Mr. Kops is a missionary. His religion is news and editorializing and he believes radio is the savior which happened along at the right time to fill the void in competitively-produced news created by the thinning ranks of newspapers. He appears at large and small meetings all over the country to urge broadcasters to make news and editorializing a management level function to be exercised seriously and often. WAVZ has received the Alfred I. duPont and eight other national awards for its news or editorials. Mr. Kops last month was named co-chairman of NAB's Editorializing Committee. He is on his second term as NAB director, was a founder and past president of Connecticut Broadcasters Assn. and belongs to NAB's Freedom of Information Committee. He is active in several civic or cultural organizations.

Mr. Kops is married to the former Nancy Nachman of Montgomery, Ala., and they have three children: Daniel Jr. 11, Cynthia Anne 9 and Stephen 5. He likes photography, reads mystery stories and is a constant pipe smoker.

## Tortured freedom

IN THE last days of the first session of the 86th Congress Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, created a new "Subcommittee on Freedom of Communications" and with it a new exhibit of political doubletalk.

Here is how Sen. Magnuson described the new subcommittee:

"It will be the duty and function of this subcommittee to insure freedom, fairness and impartiality in the treatment of news by media operating under government license. The subcommittee will receive information and complaints concerning the operations of communications media. In this sense the subcommittee will be a watchdog subcommittee."

This sort of thing needs translation. To judge it by its title alone, we would be tempted to admire the purposes of the subcommittee which Sen. Magnuson created. "Freedom of Communications" is indeed a worthwhile cause.

But that is not what Sen. Magnuson was talking about at all. The subcommittee's function, he said, is to "insure freedom, fairness and impartiality in the treatment of news." At this point the doubletalk sets in. It is impossible to insure both freedom and "fairness and impartiality." No communications medium can be said to be free if an arm of government is judging its fairness and impartiality.

We suspect that Sen. Magnuson (and the colleagues who inspired him to form the new unit) was applying here a definition of "freedom" which differs radically from the one the writers of the Bill of Rights had in mind. Too often nowadays when politicians speak of "freedom of radio and television" they mean freedom of politicians to get themselves and their views on radio and television. This corruption of the word "freedom" was most widely used during the recent debates on the amendment of Sec. 315.

If Sen. Magnuson is truly interested in protecting the freedom of radio and television, he will either disband the subcommittee or redirect its course. As now constituted, it cannot be anything but a deterrent to the development of radio and television news.

## Bad laws beget bad rules.

BAD laws beget bad regulations.

This was never more glaringly apparent than in the action by the FCC denying a petition of the NAB for rule-making to permit "teaser" announcements on radio without sponsor or product identification required by its rules. Teasers, be it known, are short spots utilizing catch words or slogans designed to entice the audience to listen to what's coming up.

The Communications Act (Sec. 317) states that "all matter broadcast . . . for which service, money, or any other valuable consideration is directly or indirectly paid . . . from any person . . . shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

The FCC regulation (Sec. 3.119 [e] of the rules) interprets that to mean that the sponsor must be clearly named in any radio or tv commercial. Thus an archaic law has propagated an archaic regulation.

The unfortunate fact is that unless it wished to violate its own regulation, the FCC could not have given an affirmative reply to the NAB petition.

This rule binds the Commission unreasonably and should be rewritten to recognize contemporary advertising techniques. The original purpose of the law was to reveal the identity of buyers of political time, and thus was a twin of the controversial Section 315 "equal time" provision, rectified by Congress only in the waning days of the current session.

"Teaser" advertising is a tool of the advertising trade. It is entirely ethical. Used properly, it is by no means deceptive. It is intended simply to arouse advance public interest in the more detailed advertising messages that are to come.

The FCC has not been aggressive in recent years in enforcing the sponsor identification rule. But where a petition such as that of the NAB is filed, or where there are complaints of violation, the FCC has no alternative but to adhere to the ridiculous rule based on an outmoded law.

The forum in which to attack the sponsor identification rule so that it will be consistent with modern methods is in Congress, not the FCC. We believe the FCC itself would favor a less rigid rule, just as a majority of its members favored a less rigid Sec. 315.

## Doing business with Nikita

COINCIDENT with the arrival last week of Nikita Khrushchev, the Soviet Union stopped jamming the *Voice of America* programs. It was the first time in 10 years that this verbal blockade had been interrupted.

The Soviet Union has been spending an estimated $113 million annually to jam the non-English language *Voice* broadcasts—approximating the entire appropriation of the United States Information Agency for all services. Obviously, the cessation of jamming is to permit the "live" transmissions of the Khrushchev mission to reach Russia and its satellites.

Will the jamming resume with the departure of the Prime Minister from our shores? We surmise this will depend entirely upon the success of his mission, according to Soviet standards.

Thus, what happens in the jamming area may be the yardstick measuring the success or failure of the Khrushchev mission. The fact that jamming is an outright violation of international understanding and agreement has never disturbed the Soviet. They turned off the jammers when Khrushchev visited London in 1956, and turned them on full blast with the Hungarian revolution that fall.

Any accord with the Soviet in any area is meaningless without the cessation of jamming. We do not silence the Soviet transmissions to this country. There must be the free flow of information in this shrunken world if there is to be any degree of amity among nations. (So watch the jamming indicator if you want to know where Khrushchev & Co. stand.)

Drawn for BROADCASTING by Sid Hix

*"Tell Mr. Zacchini to take down the sign . . . the television people said 'No'."*

*Photograph by Charles Campbell, WDAF News*

# You've Seen This Picture Before...

It was carried by practically all major newspapers after Kansas City's tragic gasoline fire in August, which injured more than 100 firemen, 6 fatally.

However, this picture was just a part of WDAF's coverage which, along with several hundred feet of nationally aired film and tape, prompted NBC's Rueven Frank to label it—"one of the year's top dramatic TV news spots."

This was extraordinary news, but we try to bring the same qualities to our everyday coverage... alertness, exceptional personnel, the best facilities, and the right news *policy*. Altogether, they have made WDAF the top news station in Mid-America.

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